

MEDIA PATHWAYS

A taste of what you'll be studying

Media Cultures

Political economy of the media
Media history
Cultural studies
Medium theory
Media industries
Media content
Meaning, representation and power
Media, race and ethnicity
Media, gender, sexuality and identity
Postmodernism and media
Semiotics, discourse and the construction of meaning in media
Decolonialising media studies
Media regulation
Visual cultures and meaning
Audience and users
Misinformation, conspiracy Theories and filter bubbles
The climate crisis
Activism and social movements

Digital Media

Digital society
Digital capitalism
Platform media
Participatory and algorithmic culture
Social media
Streaming culture
Video games and gaming culture
Cybernetics
Libertarianism
Cyber debates
Technological determinism and the social shaping of technology
Interaction and identity
Communities and networks
Digital citizenship
Digital power and exploitation
Digital activism
Mobile culture
Software, algorithms and data
Digital social research
Digital media and social change
AI and automation

Journalism

News and democracy
Mainstream and alternative news brands
Citizen journalism and online influencers
Commercial and public service journalism
Fake news, fact-checking and ethics
News in the 21st century – politics, war, covid, crime
Lifestyle, leisure and sports journalism
News ownership, ideology and economics influences
Entertainment news, celebrity culture and dumbing down
Writing news, features and creating multimedia content
Producing multimedia news content

Film

Adaptation
Animation
Art film
Documentary film
Eastern european cinema
History and/of film
Study of directors/actors /personnel
Gender
Hollywood cinema
Transnational cinema
Television drama
World cinema

Public Relations

Crisis management
Guerrilla campaigning
Brands and brand management
Reputation management
Corporate communications
Sports communications and PR
Propaganda
Campaign planning
Image repair theory
PR theory in action

Creative Practice

Creative thinking
Pitching ideas
Production preparation
Visual filming and editing
Audio recording and editing
Media practice related research
Graphic design
Teamwork
Best practice
Professional industry standard tools

Sports Media

Sports journalism – from match-reports to performance analysis
Sports commentary – how to be pitch-perfect
Creating a sports podcast
What makes a great sporting brand?
Fandom - why do we support who we do?
The politics of sport – the soft-power of the mega-event
Celebrity culture – the cult of the star athlete
Strategic sports communication – promoting a sports organisation
Sports internships – a taste of a future career

BA Media & Communication / BA Film & Visual Culture / BA Sport, Media & Culture
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Media Theory does not prioritise any particular theoretical approach, perspective or tradition in the study of media, nor is it simply a matter of disinterestedly presenting their diversity or the range of theoretical concepts. Rather, in emphasising 'media', 'theory' and 'media theory', we do media theory by bringing into dialogue and debate the diversity of ways in which media are theorised.



This is because despite the inherently interdisciplinary histories of the various disciplines in which media is studied, there remains a tendency to restrict one's reading to one's own field or discipline, applying and developing theories without sufficient knowledge of how those theories have already been debated and developed elsewhere. In addition, media research has been institutionalised in media, communication and information studies disciplines, departments, research centres and journals around the world but theoretical media research continues to be done outside of those fields, which is largely the focus of this pathway.

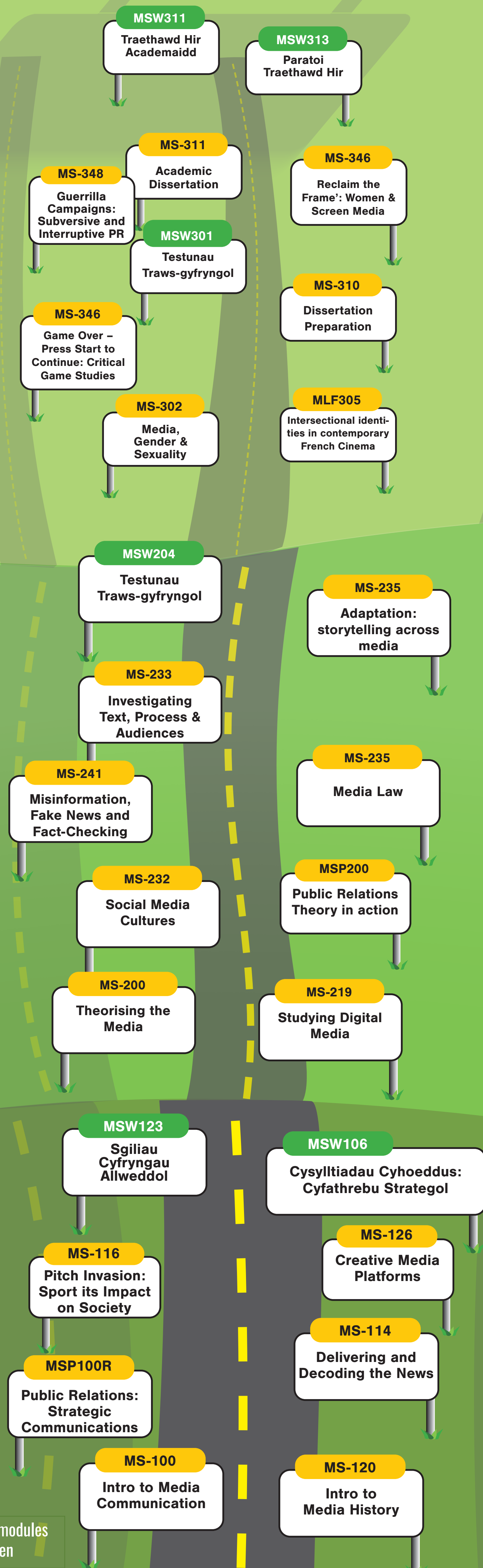
The aim of this pathway is to theorise media by unravelling and teasing apart, by undermining and critiquing, and by providing genealogical accounts of attempts at theorising media. To do so necessitates the transcending and transgressing of disciplinary boundaries, and analysing diverse theoretical approaches.

“

If someday we all go to prison for downloading music I hope they have the mercy to split us by genre.

Unattributed ”

Unattributed



Media Cultures

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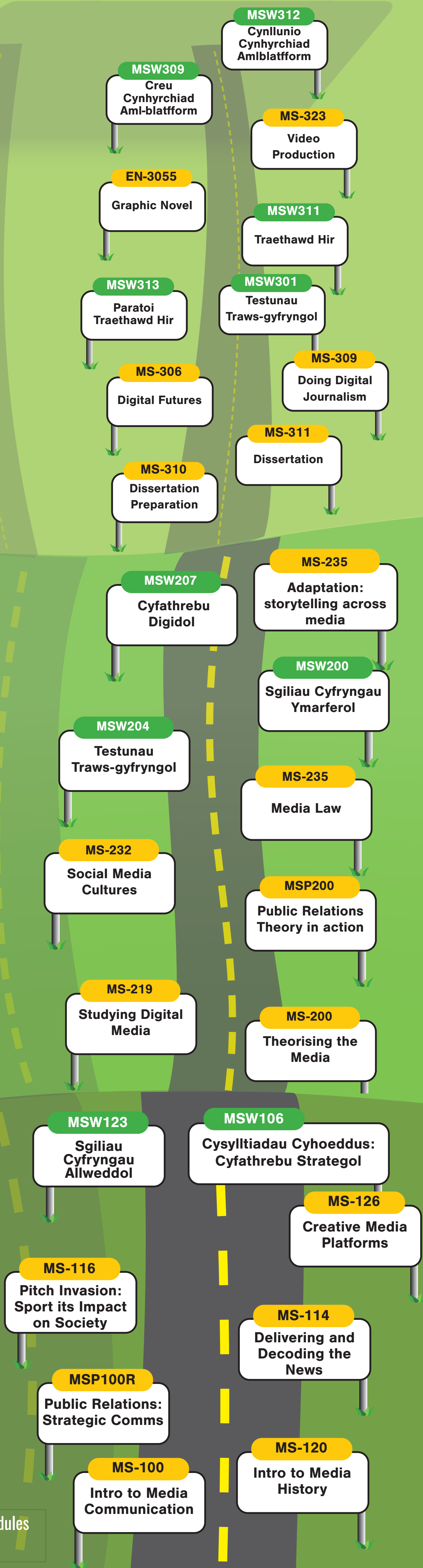


Swansea University
Prifysgol Abertawe

Prifysgol
Abertawe

Year 3
Year 2
Year 1

Digital Media



DIGITAL MEDIA
Study Pathway

Digital media may at first seem an all-encompassing subject – isn't nearly all media digital by now? It's true that most media involves digital computer technology in some way, in its creation or distribution. But thinking about digital media means going deeper than that: in our digital media modules at Swansea, we investigate the relationship between the technology and our everyday lives and wider societies.



What does it mean, for example, if our friendships are more commonly carried out at a distance, through social media, rather than face-to-face? What do the platforms we use do with our data, as they mine our experiences and try to turn them into raw material for advertisers? As we're constantly encouraged to share more online, how should our ideas about privacy evolve?

Our digital media modules ask all these questions and more. It's a fast-moving, ever-changing field: in Swansea, what we teach in digital media constantly changes from one year to the next, and our modules are always at the cutting edge.

“ I predict the Internet... will soon go spectacularly supernova and in 1996 catastrophically collapse
Robert Metcalfe, 1995 ”

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One of the many things that we have learned during the pandemic lockdown is that we rely very heavily on journalists to tell us what's happening. This might be the latest figures telling us how many people are ill with the virus, what the latest Government announcement might be, or what the rules for lockdown are.



So journalists and the organizations they represent have significant power and considerable impact on our lives. In the study of journalism, we look at all sorts of news platforms, the content they produce, how journalists do their jobs, and what the audience might think about them. We identify things that are being done well, and things that might be better. Ultimately we are seeking to find out whether citizens are being properly served by the news media in all its various forms"

I still believe that if your aim is to change the world, journalism is a more immediate short-term weapon.

Tom Stoppard

Tom Stoppard



Journalism

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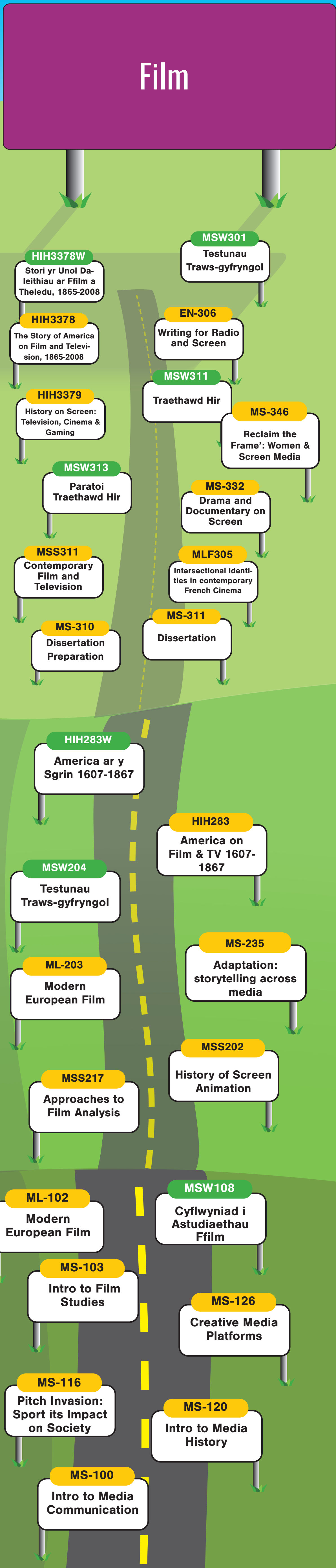


Year 3

Year 2

Year 1

Cymraeg Welsh-medium modules are noted in green



FILM

Study Pathway

The film pathway provides opportunities to study a wide variety of film, animation and television texts through a range of theoretic, historic and aesthetic lenses. **On Introduction to Film Studies** you will study a mix of contemporary titles such as *Moonlight* (Jenkins, 2016) and *The Babadook* (Kent, 2015) alongside seminal historic films such as *Blade Runner* (Scott, 1982) and *Bicycle Thieves* (De Sica, 1948). The module will also equip you with fundamental theories such as narrative, auteur and feminist film theories which will provide a grounding for the film, animation and television modules in the second and third years. For example, on **Approaches to Film Analysis** you will delve further into the relationship between the



screen and the spectator looking at areas such as ideology and representation in film. **History of Screen Animation** will introduce you to a range of animators and animation studios such as Studio Ghibli, Jan Švankmajer and Disney. **Drama and Documentary on Screen** will consider ideas around the auteur theory and television drama and how the truth is represented in documentary films. While on **Contemporary Film and Television** you will analyse film and television texts from a contextual, theoretical, geo-political and socio-historical perspective. Film studies modules are available through the medium of Welsh as well as English, with core modules such as **Cyflwyniad i Astudiaethau Ffilm** available as a Welsh-medium equivalent to Introduction to Film and optional modules such as **Drama a Dogfen ar y Sgrin** and **Testunau Trawsgyfyngol** allowing you to study film through the medium of Welsh throughout your degree.

“Don't wake me for the end of the world unless it has very good special effects.”
Roger Zelazny, *Prince of Chaos* (novel)

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Public relations is the professional discipline of managing an organisation's communications and reputation. This often means promoting and protecting the brand of the organisation and its products, and seeking opportunities to gain publicity in traditional and social media. By following this pathway, you will gain a theoretical and practical understanding of this rapidly developing industry, and experience the realities of specialisms such as campaign planning, brand management, corporate reputation management and image reparation theory.



By combining PR and journalism modules, you will gain a dual theoretical and practical perspective on constructs such as news values, the development of the media agenda, and an understanding of how traditional and social media influence how issues are framed within the public sphere. Crucially, you will learn how public relations can effect and change the news agenda and the public perception of individuals, organisations or beliefs.

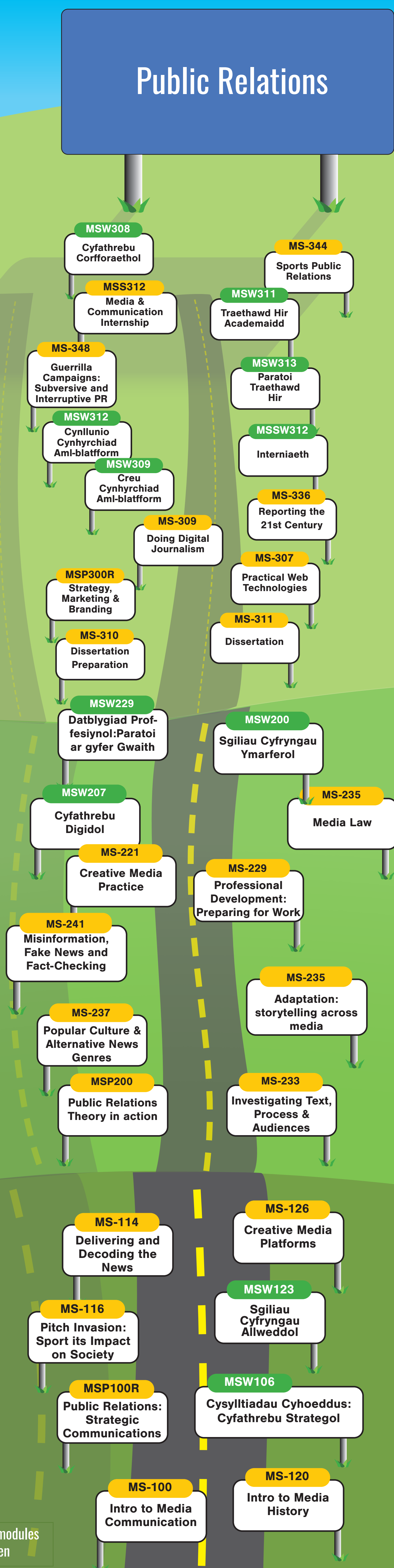
“

Next to doing the right thing,
the most important thing is
to let people know you are
doing the right thing.

”

John D. Rockefeller

John D Rockefeller



Public Relations

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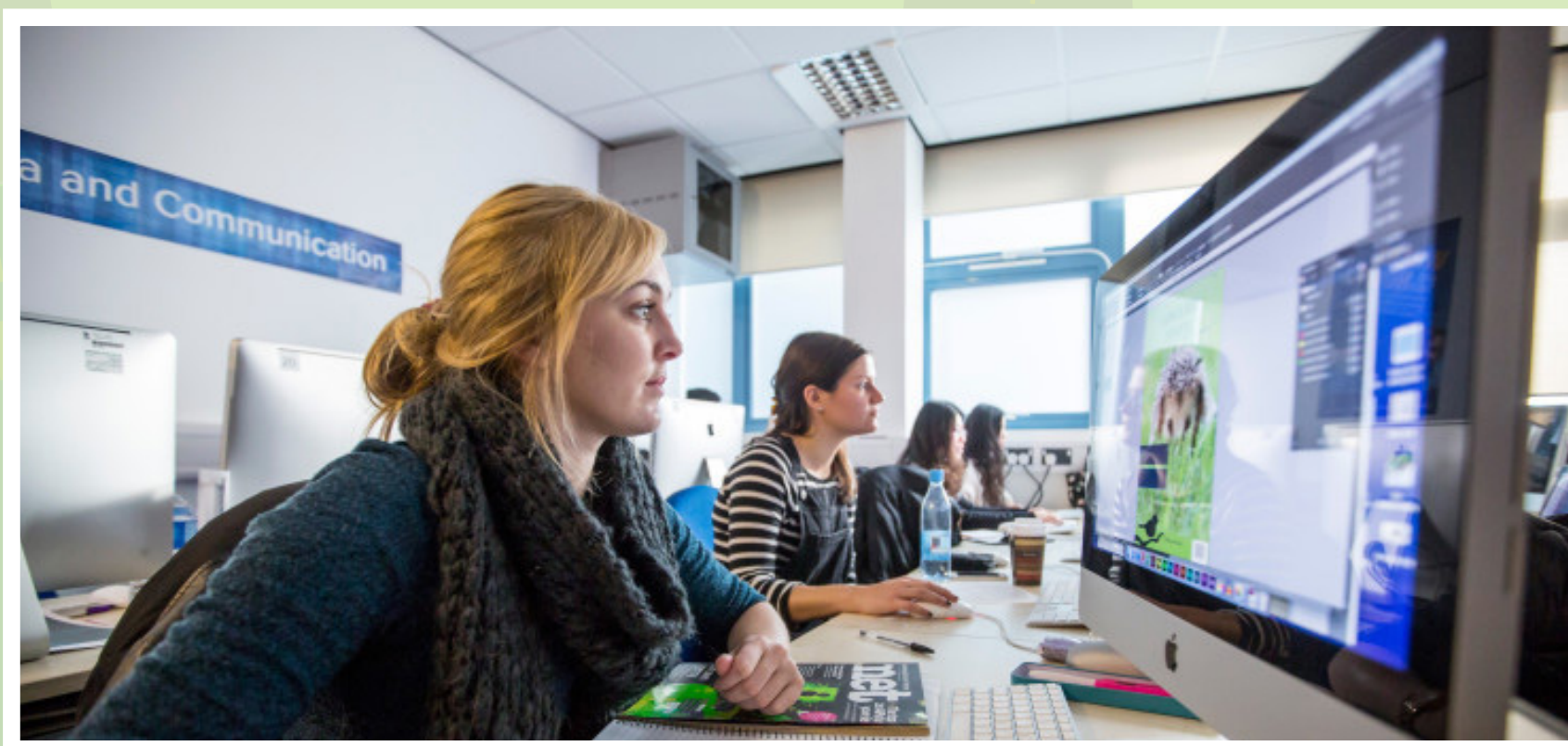
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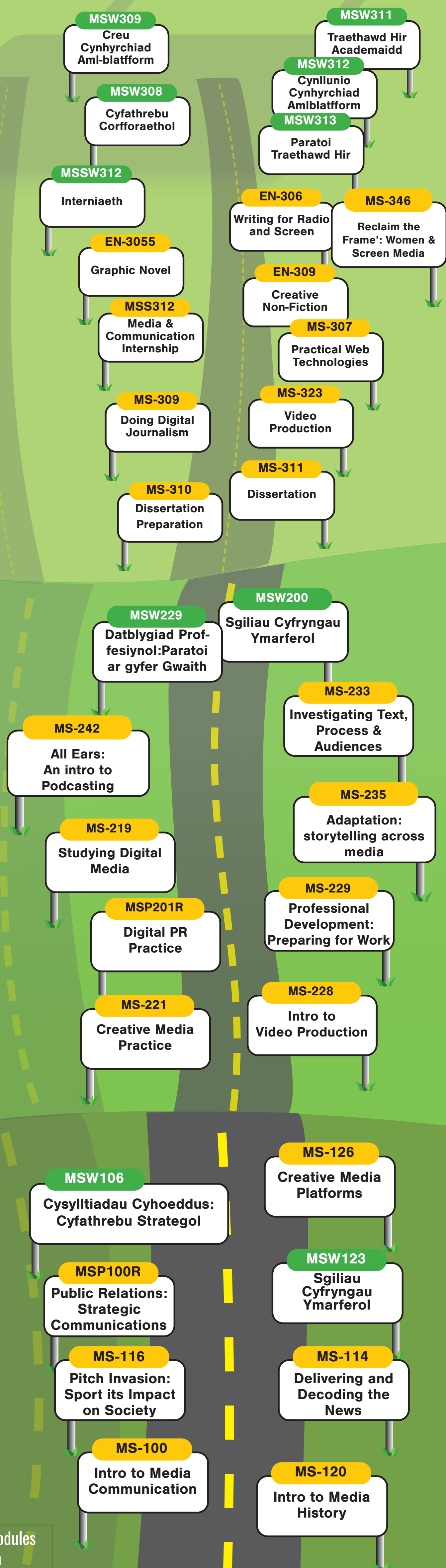
Students on this pathway will find a unique approach to creative media practice. Not only will you be offered the opportunity to specialise and develop your practical skills, but you will also be able to apply elements of your learning across more general modules. This approach enhances all students' employability skills by ensuring that each one has the potential to engage with practice during their three years of study. This offers a certain flexibility to students, allowing you to tailor your level of practical engagement so that it aligns with your own personal interests and preferred career choice.



The academic provision of creative practice within the department at undergraduate and post-graduate level is developed by members of staff with a wealth of industry experience. This is done with strategic input and advice from our industry panel whose members represent not only the range of pathways offered within the department, but are also representatives of some of the leading creative industries sectors in Wales and the UK. This collaborative approach ensures that the curriculum and methods of assessment reflect current workplace practices and the needs of employers within the broadcast media, journalism and PR sectors. Such is the effectiveness of the panel's work it has led to opportunities for work experience and internships as well as authentic assignments and presentation experiences for students.

“What I feel is that the university is really listening, we have an opportunity here to effect change and to help the university prepare students for the industry.”

Rachel Evans (executive producer Boom Cymru), member of the department's industry panel.



Creative Practice

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Through the study of theoretical constructs such as fandom, sports journalism, national identity and sports narratives, students will see how our abiding interest in sport has shaped how we view the world. Male athletes at the top of their game as seen as totemic super-heroes, whereas successful and influential female athletes are often objectified by a very male, white gaze. In turn, media narratives often frame athletes of colour in a very different way to their white counterparts, and is there a reason why gay, female athletes are viewed in a very different light to gay or queer male athletes?

In addition to this socio-cultural interrogation of sport and sports media, students will develop a robust understanding of the contemporary sports mediascape. Changes in how we consume sport means that the traditional legacy media model (newspapers, TV broadcasts, radio) has been hugely interrupted, with many sports organisations now opting to communicate directly with fans. Simply knowing how to write a match report, or interview the triumphant winner and the beaten rival is no longer enough.



Therefore, the programme has been designed to allow students to develop a multi-dimensional skillset. On completion of the programme, the successful student will know how to find an interesting and compelling sports news story, write that story for publication, film and/or record that story for broadcast or for their podcast, edit the package so that it can be broadcast in various formats, and know how to drive audiences and promote that story.

Developed with employability as one of its cornerstones, the programme maps out viable employment routes into the sports mediascape, culminating in the opportunity to undertake a range of sports placement options in the third year of students' study.

Emil Zatopek



Year 2

Year 1

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Sports Media

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Many thanks for your interest in coming to study Media and Communications at Swansea University.

You can find out more about students' experiences of coming to Swansea for the first time at our website, The Swansea Mumbler. You will also get to see videos from our staff members, and get a first-hand account of some of the projects that our students have been involved in.

You can either visit

www.swanseamumbler.com/category/coming-to-swansea/
or just scan/click on this QR code.



Finally, if you have any questions, just email Iwan Williams, our Admissions Officer, and he'll be more than happy to answer them for you. You can get in touch with him on Iwan.Williams@swansea.ac.uk.



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