

Faculty of

# CULTURE AND THE CREATIVE INDUSTRIES

HUMANITIES AND SOCIAL SCIENCES



## BA (HONS) FILM, MEDIA AND POPULAR CULTURE

UCAS: PW36 (BA)

**MANY OF OUR STUDENTS HAVE GONE INTO AMAZING JOBS IN THE FIELD OF FILM AND MEDIA. ALUMNI MARKHAM PICKERING BECAME AN ASSISTANT DIRECTOR ON HBO'S GAME OF THRONES WITHIN THREE MONTHS OF GRADUATING.**

**"THE COURSE IS GREAT IN THE WAY THAT EVERYONE IS REALLY ENCOURAGING WHEN THE OPPORTUNITIES ARISE. THEY UNDERSTAND THAT IT'S GOOD TO HAVE A DEGREE BUT IT'S IMPORTANT TO HAVE THAT HANDS-ON EXPERIENCE."**

### MARKHAM PICKERING - GRADUATE

Students can study a range of media, or tailor the programme according to their interests and specialise in one particular area for example, film, TV, popular music, advertising or media. They will explore media from historical, critical and cultural perspectives, developing analytical and communication skills highly valued by employers. The course has a sharp focus on how the signs and codes of media communicate with audiences in the fields of film, television, digital and print media and popular music, and closely examines questions of representation, ideology, power and identity in contexts of production and consumption.

This diverse and distinctive programme focuses particularly on the moving image, most importantly film and television. Students can also choose modules around advertising and around the role of popular music in culture. Explore media from historical, critical, cultural and ethical perspectives, developing the analytical, research and communication skills highly valued by employers. The course investigates how institutions affect diverse film and media product and how audiences interpret them. It closely examines questions of representation, ideology, power and identity in contexts of production and consumption, preparing students for employment in areas such as television, advertising and marketing, social media, teaching, research, media heritage, arts administration, film production and digital marketing.

## COURSE CONTENT

### Year 1

#### Core Modules

Understanding Media  
Critical Approaches to Cinema  
American Cinema and Society  
Television and Radio  
Popular Music and Popular Culture  
Digital Media

### Year 2

#### Core Modules

Creating Media Content  
Creative and Cultural Industries Work  
Placement

#### Optional Modules

Elective  
British Cinema  
European Cinema  
Popular Television Drama  
Popular Music, Media and  
Communication  
Advertising and Popular Culture  
Student Initiated Module

### Year 3

#### Core Modules

Film, Media and Popular Culture Live  
Project  
OR  
Film, Media and Popular Culture  
Extended Live Project  
OR  
Film, Media and Popular Culture  
Dissertation

#### Optional Modules

Science Fiction in Film and Television  
Popular Music on Screen  
World Cinema  
Media Ethics  
British Popular Music within Popular  
Culture Since 1960  
Student Initiated Module

## FACILITIES

Course facilities include well equipped classrooms and extensive Blackboard (Virtual Learning Environment) resources. Teaching is supplemented with guest speakers and students are encouraged to participate fully in group and project work. The UCLan Library provides comfortable, flexible study spaces and offers a wealth of excellent learning resources, extensive collections of information sources and expert help and support from Library staff.

### Natasha Alice Burgess - Graduate Assistant Media Scheduler at the BBC

"My lasting memories of my time at UCLan are definitely my graduation, meeting some great friends, and most importantly, visiting China for the first time on a trip to Guangzhou to create a photo exhibition with other students. This was definitely a trip to remember."

## EMPLOYABILITY

Graduate will be well prepared for a career in media, advertising, teaching, along with a range of careers in industry, commerce and public services. Our graduates are working in television, radio, film production, advertising, journalism, public relations, market research companies, sales and teaching, as freelance music writers or are undertaking further studies such as MAs or PhDs.

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