

Living and studying in Newcastle

The Quayside is at the cultural heart of the city, attracting many visitors to the numerous cafés, bars and restaurants. Here, the skyline is dominated by the iconic Tyne Bridge, the award-winning Gateshead Millennium Bridge, BAL TIC Centre for Contemporary Art, and The Sage Gateshead. Although modern and vibrant, Newcastle also has its own fascinating history and heritage and is regarded as one of Europe's finest classical cities, with many buildings of major architectural and historical significance.

Newcastle outranks most cities when it comes to art and culture. You can take your pick of several theatres including the Theatre Royal, regional home of the Royal Shakespeare Company, Live Theatre, The People's Theatre, The Journal Tyne Theatre, Northern Stage and Newcastle's newest theatre The Round. A range of cinemas from mainstream to arthouse including The Tyneside Cinema, the last newsreel cinema in Britain, Side Cinema and The Star and Shadow Cinema also offer a range of screenings and opportunities for film-makers.

If you're into your music, you'll be pleased to hear that artists from all over the world come to play in our top venues including: Newcastle City Hall, the O2 Academy Newcastle, Metro Radio Arena as well as The Sage Gateshead, an outstanding international facility for all kinds of live music. As well as our own art gallery, there are countless museums and art galleries spanning the city, offering something for everyone. Public art such as Britain's newest and biggest light artwork, Nocturne, the Angel of the North, Riverside Sculpture Park, and the Blue Carpet also contributes to the city's thriving cultural scene making sure that art is not just confined to the galleries. www.visitnewcastlegateshead.com

Campus life

Located in the heart of Newcastle, Northumbria University benefits from being in the middle of a lively city. The size and compactness of Newcastle means you can be anywhere you want within a few minutes, and with the legendary friendliness and hospitality of the Geordies, you can expect a warm welcome wherever you go.

The University is the largest and most diverse in the region with over 30,000 students from all over the world. An ambitious estates programme has seen over £160m being invested in new teaching and social facilities, including a new £30m sports centre. The Students' Union has also received a £7m upgrade. The University is committed to making sure our students have access to world-class facilities, and have an attractive and safe place to study.

Escaping the hustle and bustle

If you ever feel like exploring further afield, Newcastle is perfectly placed. Just 30 minutes travel by car or Metro and you can be lying on one of our blue flag beaches watching some of the best surfing in the UK, or exploring some of our wonderful countryside and World Heritage sites.

If you're still not convinced, then bear in mind Lonely Planet recently placed North East England amongst the top 30 must see destinations in the world and named it as "the most exciting, beautiful and friendly region in the whole of England." www.visitnortheastengland.com



The Angel of the North



Gateshead Millennium Bridge



The Sage Gateshead

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POSTGRADUATE
Media



www.northumbria.ac.uk/sass

Department of Media

The Department of Media at Northumbria University has a robust interdisciplinary team, with an enduring dedication to media and cultural theory, journalism and media production. Within this setting, staff, students and clients are encouraged to interact critically with diverse perspectives on the media in various academic and practical disciplines; to develop theoretical skills in research, practice and presentation; and to investigate imaginative possibilities across both the 'old' media of radio and television, and the 'new' media of blogging and the internet.

Our distinctive research ranges from philosophical studies of technology and visual culture to professional investigations of media production and application; from issues of cinema, the press and broadcasting to advertising, mass communication theory and critical media industry studies; from transnational surveys of film and media culture to the role of online 24-hour rolling TV news in contemporary politics. Our research is global in reach, and it is our ambition to lead the way in media research in the twenty-first century.

Our postgraduate programmes offer new opportunities for talented graduates to develop their research skills at Masters and Doctorate level. The MA programme in Media Cultures is now in its fifth year, and our new MSc in Mass Communication Management launched in 2011. The Department also has a lively international PhD community conducting research in gendered televisual representations, masculinity and popular music, advertising and media culture.

Professor John Armitage
Head of Media

Why study Media at Northumbria?

- Exciting courses focused on the critical study of contemporary media, culture, mass communication trends and translations.
- Our courses are designed with the help of industry practitioners so our students graduate with the latest knowledge and skills required by the media and creative sectors.
- Committed and highly regarded staff who have published extensively in their respective fields.
- A dynamic and inspirational teaching and learning environment.
- Excellent international reputation in terms of teaching and research.
- Leading the way in the study of culture and media.
- Our graduates are successfully employed in all aspects of the media and related industries, including postgraduate research, the cultural sector, business and management, teaching and lecturing.



Evolution Festival BALTIC Gateshead



Mass communication



Evolution Festival BALTIC Quayside

Christa Sabathaly MA Media Cultures Indonesia

Masters student Christa Sabathaly is researching the impact of Western media and culture on the lives of overseas students in the UK. Christa is the General Secretary of the Indonesian Students' Association in the UK and helps look after the interests of the 3,000 Indonesian students who are currently studying here.

Christa did her first degree in economics at the University of Indonesia and was working as an associate account manager for the international advertising agency Grey Worldwide when she decided to pursue a postgraduate degree in the UK.

Her Masters dissertation looks at how a postmodern media and cultural experience in a Western country impacts on migrants, transmigrants and international students from developing countries.

"I think the experience of the postmodern condition has a profound effect on people from emerging countries," she said.

"It changes their orientation to their traditional culture, and they carry on their lives differently while they are here. I want to look at changes in their media experience and cultural practices and try to work out how this happens."

Christa is conducting focus group discussions with Indonesian students in Newcastle and London. She plans to analyse her findings and compare them with the theoretical concept of the postmodern condition.

What was it about the course that particularly appealed?

Working at Grey, I fell instantly in love with the world of advertising. But I knew that if I wanted to survive and get on in that world, I would have to step up my knowledge. When I saw the MA course description, I could see it was distinctive in its concentration on popular culture and knew that this was the course that I wanted to do.

What do you like most about your course and Northumbria?

It has passionate lecturers, thought-provoking seminars, and the University's various organisations and inspiring opportunities have given me a holistic university experience, but the most important thing is that we are learning a new set of thinking processes, and, with that fresh way of thinking, we gain a different perspective and can solve problems in a better way.

How are you using the skills you have learned during your course?

I am using my research skills to dig deeper into issues which touch on my own experiences and observations. The media cultures course has opened my eyes to the possibilities of research. I believe that research can be applicable to our daily lives and answer the questions that we are curious about.



MSc Mass Communication Management

One year full-time

Mass communication, from advertising and the internet to digital technologies, not only represents major aspects of our everyday lives in terms of leisure and working practices, but it also constitutes a key part of twenty-first century industry, both nationally and globally.

MSc Mass Communication Management is therefore designed to enable students to combine the subjects of mass communication and business management to understand the principles of creative media industries, and the major social and cultural forces that affect them in the contemporary world. Furthermore, MSc Mass Communication Management brings the study of mass communication and its key industries together with key principles of management and marketing central to those industries.

Programme structure and content

This MSc in Mass Communication Management is designed to enable students to gain a thorough understanding of mass communications and their interrelationship with management strategies and marketing approaches. Students will engage with a range of debates, including the analysis of theoretical explanations of the economic and cultural changes that currently affect creative industries, the advertising industry and promotional cultures, and also key principles of management and strategic marketing.

This programme engages in debate and discussion with leading media theorists, trends and significant case studies to enable you to understand contemporary mass communication. However, the programme also connects to the skills of mass communication, business management and marketing required by contemporary media industries. Students must successfully complete six core modules and an independent piece of research for the award of MSc.

Working in Media and Cultural Industries

This module examines mass communications in the context of practices and trends that are influencing work patterns and organisational development within contemporary mass communication and creative media industries. The module takes a distinctive structure/agency approach as it is subdivided into two distinctive components: theories and practice in relation to the advertising, cultural regeneration, fashion and computer/video games industries.

Advertising and Promotional Culture

This module develops a theoretical exploration of advertising within a developing global framework and as a key component of the wider context of communications. It explores major issues in advertising and mass communications studies across the spectrum of advertising history, advertising production, reception, research and regulation. In addition students will be encouraged to engage with and critique a range of texts and products generated by or associated with the world of advertising.

Relationship Marketing

Students within this module will acquire, apply and, on reflection, critically evaluate the usefulness of relationship marketing theory to organisations. Participants will be encouraged to understand relationship marketing theories such as customer retention and, in discussion with their peers, consider the application of such theories to a chosen organisation. They will be required to prepare a paper which demonstrates their ability to apply theory to that organisation and critically review the relevance and validity of such theory to their situation.

Marketing Strategy

This module takes a strategic management view of marketing, and aims to develop in students a critical understanding of concepts, theories and techniques in the context of a programme of study in marketing at an advanced level. This approach will develop knowledge and skills required to undertake strategic analysis and evaluation of organisational situations as a foundation for formulating a competitive marketing strategy.

Global Marketing Management

This module involves the analysis and evaluation of marketing management processes set within the context of globalisation and its complications for business. It enables participants to appreciate the value of different marketing approaches, which can be adopted in a dynamic world trading environment, and to examine their potential impact upon international marketing planning.

Research Methods

This module aims to equip students with research skills and methods essential for postgraduate research. The syllabus comprises a number of elements such as identifying a field of research and defining a research subject; handling primary sources (written texts, visual texts, archives); bibliographical processes and materials; framing the research question; and developing a major research project. In addition, the module explores interpretative, conceptual and methodological issues which emerge in relation to specific practical research exercises.

Dissertation

The MSc programme culminates in a dissertation that requires students to frame their own research question and to carry out an independent piece of research. The programme of study includes and involves students' contextualising and theorising their research within a mass communication management framework, taking full account of the relevant literature and previous findings.

MA Media Cultures

One year full-time, two years part-time

Media and culture represent major aspects of our everyday lives, from cities competing to be Cities of Culture, the growth of the media industry and media-inspired public debate, through to the music we listen to, the films and television programmes we watch, or the increasingly significant amount of time we spend in the digital world of the internet. Media and culture, and how we consume and experience them, are a key feature of our social life.

Programme structure and content

This MA in Media Cultures is designed to enable you to gain a thorough understanding of media and culture and their interrelationship with society. You engage with a range of debates, from exploring theoretical explanations of the differing ways in which culture is argued to shape society, to examining key aspects of media, such as computer technology, video games, popular music, and globalisation. You will also engage with a range of classic and contemporary social theories which, in differing ways, attempt to explain, examine and analytically explore our multifaceted cultural and increasingly media-saturated society.

This programme engages in debate and discussion with leading media and cultural theorists and significant case studies to enable you to appreciate contemporary media, cultural, and social theory, analyse and discuss their importance and evaluate the significant concepts and contributions associated with specific ideas, approaches and theories. You will also be able to use a variety of methodological perspectives to analyse, synthesise and assess contemporary media, cultural and social theory. You must successfully complete four core modules and an independent piece of research for the award of MA.

Contemporary Cultural and Media Theory

This module provides students with a detailed understanding and critical appreciation of postmodern cultural and media theory. Students analyse and discuss the importance of postmodern cultural and media theory and evaluate the significant concepts and contributions associated with specific ideas, approaches and postmodern theorists.

Research Methods

This module equips students with research skills and methods essential for postgraduate research. Study comprises a number of elements such as identifying a field of research and defining a research subject; handling primary sources (written texts, visual texts, archives); framing the research question; and developing a major research project.

Popular Cultures

Culture and related forms of media and media consumption is a key aspect to much of contemporary social life. Popular Culture(s) explores this process and identifies a range of stimulating examples of popular culture and cultural social expression. This module examines key issues which relate to the matrix of culture, media and society. The major aim of the module is to critically explore aspects of modern manifestations of 'popular' cultural life in relation to media such as: new media, the internet and community, global culture, advertising and branding, convergent media, video games, popular music, cultural representations of sexuality and reality television and audience interactivity.

New Media and the Arts

This module equips students with terms in contemporary art essential for postgraduate research into new media or those developed forms and techniques of artistic production such as video and computer generated imaging. The syllabus comprises a number of elements such as identifying techniques and conventions used in the application of new media as an expressive device and which define new media as a productive means with a long history that, as is the case with video, stretches back to the 1950s and 1960s. In addition, the module explores material, conceptual, and methodological issues, which emerge in relation to specific conventions, resources, technologies, practices, and creative thought about visual representation

and the meanings they create. This is a seminar-based module in which emphasis is placed on students' contribution to discussion of relevant issues, such as video images, technological projections, virtual spheres, three dimensional shapes, and surfaces.

Dissertation

The Masters' programme culminates in a dissertation that requires students to frame their own research question and to carry out an independent piece of research. The programme of study includes and involves students' contextualising and theorising their research within a media cultures framework, taking full account of the relevant literature and previous findings.



Careers

MSc Mass Communication Management

There is a range of career opportunities open to graduates of MSc Mass Communication Management. On graduation students will be well suited for careers in a range of creative and cultural industries, advertising, marketing, and managerial roles within the mass communication sector and beyond. A number of our graduates opt to undertake further PhD level with us, and are supported by fully qualified staff throughout the study process.

MA Media Cultures

Complementing academic knowledge, graduates in Media Cultures will acquire a range of transferable skills relevant to careers such as communicating effectively, preparing written reports and time management.

Career options in culture are expanding rapidly as it becomes a focus of public policy development. Students might wish to pursue careers in local and national government, social research, the media or education and training for example. Some students opt to undertake further study at PhD level with us, and are supported by fully qualified staff throughout the study process.

Learning, teaching and assessment

Students are supported in their learning and teaching through the active use of the University's e-learning portal to encourage peer group interaction and support. Students are allocated guidance tutors who will support them in their choice of modules and options that encourage their intellectual development and their employability.

Assessment is specific to each of the modules and students are appropriately assessed through different methods that support intellectual rigour and encourage the application of skills. The emphasis is to make the process of learning and to the workplace (where appropriate). The modules are assessed in a variety of ways including assignments and a dissertation.

Entry Requirements

MSc Mass Communication Management MA Media Cultures

Normally a second class honours degree or above in an appropriate subject, although students with expertise in other subjects will be considered.

Alternatively, we also recognise prior learning, alternative professional qualification and less formal experience.

Application Process:

If you are a UK/EU resident, applications for postgraduate taught programmes should be made using the University's own application form, available online or from the:

Admissions Office:

Tel: +44 (0)191 227 4444

Email: ar.admissions@northumbria.ac.uk

Overseas students can apply online or should complete the University's International Application Form, available to download from the International Office website, and return direct to the International Office or one of our overseas offices. For further information or advice contact the

International Office:

Tel: +44 (0)191 227 4274

Fax: +44 (0)191 261 1264

Email: international@northumbria.ac.uk

www.northumbria.ac.uk/international

School contacts:

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Dr Ibrahim Shaw, Programme Leader in MA Media Cultures

Tel: 0191 227 3567

PhD Research

Applications for postgraduate research Media should be made using the University's Postgraduate Research Application Form, available online or from the Research and Enterprise Development Office.

For further information please contact:
Research Administrator
School of Arts & Social Sciences.
Email: az.research@northumbria.ac.uk