

MA Media & Digital Communications



The modern media landscape is changing faster than any other industry as it adapts to new methods of communication, new markets and new technologies. As well as mastering traditional practices, professionals must constantly innovate and anticipate new forms of communication to succeed in this global industry.

The MA Media & Digital Communications combines traditional media studies with the innovative practices emerging in the 21st century. This interdisciplinary field covers a huge range of communicative and creative practices across the arts, sciences, humanities, business and industry.

The programme provides a thorough grounding in media and communications, both as an academic field, a cultural landscape and a network of complex industries.

You will learn a range of traditional and new methods within media, and explore how the field is being shaped and changed by technological advances and digital communications.

You will develop a critical understanding of media and transmedia creation, consumption and related communicative strategies. Examining key theories, you will discover how media and communications both influences, and is influenced by, people and societies across the world.

Problem-solving skills are essential for success in today's media landscape. Looking at current issues, you will learn how to develop and implement creative strategies to overcome today's digital challenges. You will also build strong analytical techniques to gain a deeper understanding of changing audiences and emerging technologies for digital content.

The programme's core modules focus on fundamental concepts in digital media and communications, complemented by an exciting range of elective modules that represent the breadth of issues relevant to the field.

London is a media capital and global hub for digital innovation. Taking advantage of the city's wealth of resources will help to contextualise your studies and provide valuable insight into media and digital change. You will have the opportunity to go on field trips, meet industry professionals and hear from a range of experts during guest lectures.

Your final assessment will be your choice of either a dissertation, creative project or an industry placement. You will also take part in employability and personal development sessions to consolidate your academic experience and prepare yourself for the next exciting stage in your professional career.

Key features

An industry-informed degree that prepares you for success in the digital media age

Opportunities to tailor your studies around interdisciplinary topics related to your personal and professional interests

An advanced understanding of media and digital communications as a series of complex industries, as a discipline and as an important aspect of everyday life

Ability to conduct and apply media research and analysis techniques across multiple platforms

Valuable industry insights in one of the most progressive and influential technological cities in the world

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MEET THE FACULTY

Leslie Viney

Course Leader



Leslie Viney is the course leader for the MA Media & Digital Communications and for the Media & Communications, Public Relations and

Journalism majors on the BA Liberal Studies degree. Leslie worked in journalism in the USA before moving to the UK, where she was London correspondent for *US News & World Report* and contributed stories about Britain to the *New York Times*. She continues to write, edit and consult on communications for a number of

publications and companies. At Regent's, Leslie teaches courses in media research, reporting and writing and public relations, along with supervising student dissertations. Her area of academic research has been on Facebook and social media influence on young people, with an emphasis on using Facebook for news. She, along with two Regent's colleagues, recently had their article 'Domesticating Facebook: The Shift from Compulsive Connection to Personal Service Platform' published in *Social Media + Society*, and they have presented their research at a number of conferences.

Olaf Jubin

Reader in Media Studies and Musical Theatre



Author, co-author, co-editor and journalist, Olaf is a highly esteemed scholar with a broad range of research interests. As well as lecturing at

Regent's, he is a founding member of the British Musical Theatre Research Institute and serves on the editorial board of *Studies in Musical Theatre*. In 2016, he jointly published the first two critical studies of British musical theatre: *The Oxford Handbook of the British Musical*, co-edited with Robert Gordon, and *British Musical Theatre since 1950*, co-written with Robert Gordon and Millie Taylor.



Giuseppe Zevolli
Lecturer



After studying literature and journalism at the University of Rome 'La Sapienza' (BA, MA) Giuseppe gained an MA in media, gender and culture from the

University of Leeds. In 2018 he was awarded his doctorate in culture, media and creative industries from King's College London. His research on popular music has appeared in academic journals and edited collections such as *Global Glam and Popular Music: Style and Spectacle from the 1970s to the 2000s* and *Mute Records: Artists, Business, History*. From 2015 to 2017, Giuseppe acted as a graduate teaching assistant and student tutor at the culture, media and creative industries department, King's College London. He is now a lecturer at Regent's University London and a liberal arts tutor at King's College London.

K. Berfin Emre Cetin
Lecturer



Berfin is a lecturer in media at Regent's University London. As a Newton International Fellow, she has recently conducted a research on media and cultural citizenship

at the Department of Media and Communications at the LSE. She has published articles on various topics around media and identity in leading peer-reviewed journals and she is also the writer of the book *The Paramilitary Hero on Turkish Television*. Her research interests are gender, religion, migration, audience, and cultural politics in the context of media and digital communications. She teaches the Love in a Digital Age module on the MA Media & Digital Communications.

Elena Hristova
Lecturer





Elena is a historian of US media and culture with research interests in gender, racial formations, and social movements. She received a BA in American studies and

English literature and a MPhil in American studies from the University of Sussex. Elena has knowledge of the US education system having undertaken undergraduate studies at Washington University in St Louis and doctoral study at the University of Minnesota-Twin Cities. Elena's current research focuses on the intersection of visual culture, social scientific research, and the production of gendered, raced and classed identity. Elena has edited several issues of *Teaching Media Quarterly*, an open access peer-review journal. Her research has appeared in edited collections and academic journals. Elena's teaching interests include visual culture, critical whiteness studies, critical race theory, gender, sexuality and class, feminist media studies, political economy of communication, comics studies, social movements, housing and qualitative research methods.



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|  Duration | 12 months full time |
| Start dates | September |
|  Tier 4 visa sponsorship | Yes |
|  Entry requirements | Undergraduate degree with a minimum 2:2 classification, or international equivalent |
| English language requirements | IELTS: Overall score of 6.5, with 6.0 or above in all 4 components, or equivalent |
| Exceptional entry | Yes |
|  Fees 2019-2020 | £18,500 |
|  Location | Regent's Park |



For module descriptions, visit us online regents.ac.uk/study

What will I study?

You will study the following core modules:

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| Core Concepts in Media and Communications |
| Media Research Design and Methods |
| Research Innovations and Digital Methods |
| Social Media and Digital Culture |

You will also choose from a range of elective modules:

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| 21st Century Media Law and Regulations* |
| Brands, Ads and Aspirations (Marketing Psychology) |
| Emerging Technologies |
| Entrepreneurship and Innovation (Business and Management) |
| Fashion Cultures: History, Theory, Creativity (Fashion) |
| Global Media and Creative Economies* |
| Love in a Digital Age |
| Mediating Sex, Gender and Identity |
| New Ideas in Digital Media (Fashion) |
| Social Media Marketing and Analytics (Digital Marketing) |
| Specialist Topics in Media and Communications* |
| Transmedia Storytelling |

* These modules are offered on a rotating basis, and may not be available during your year of study

For your final assessment, you will choose one of the following options:

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| Dissertation |
| OR |
| Project |
| OR |
| Industry placement |

Learning and assessment

The MA Media & Digital Communications is taught by a diverse range of industry experts and academic specialists, who use their extensive experience to shape the programme's content and ensure it aligns with current practices and future-facing skills.

Teaching methods include lectures, seminars, field trips and film screenings, computer-based workshops and creative lab sessions.

You will undertake a wide range of assessments that test both your knowledge and practical skills in media and communications. Assessments include essays, portfolios, presentations, concept mapping, social network and digital platform analysis, transmedia strategy and foresight analysis.

Future opportunities

This interdisciplinary programme will give you the generalist and specialist knowledge, as well as the employability support, to pursue a career in a wide range of fields, including communications, journalism, social media, research and analysis, and academia.

