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# Media and Digital Communications

## MA

 Receive a 10% reduction on your first-year tuition until 15 May. Find out more (<https://www.regents.ac.uk/study/scholarships-funding-and-bursaries/early-bird-offer>)

**Home > Postgraduate courses > MA Media and Digital Communications**

Study: Full-time

Duration: 12 months

## Programme information

### Overview

*Please note we've recently changed the name, modules and structure of this course. View the new version here (<https://www.regents.ac.uk/postgraduate/ma-media-digital-communications>).*

This course combines traditional media studies with new practices emerging in the 21st century – teaching you how to innovate, anticipate, analyse and utilise communications across a variety of media platforms.

You'll cover a range of traditional and modern communicative practices across the arts, sciences, humanities, business and industry – exploring how the field is shaped by digital advances. This interdisciplinary approach will give you a thorough grounding in media and communications: as an academic field, a cultural landscape and a complex network of industries.

Examining theories, you'll discover the powerful influence media and communications can have socially, culturally and politically – gaining a critical understanding of media and transmedia creation and consumption. Looking at current global issues, you'll develop the skills to monitor and analyse audience perceptions and interactions, and implement creative strategies to overcome challenges – using emerging tools and methods like data scraping and data visualisation.

You'll choose from a variety of electives to tailor your studies to topics that interest you – from transmedia storytelling to media regulations, social media marketing, creative economies and even

human connection – exploring how dating apps use algorithms to shape matches.

In your final term, complete a dissertation, creative project or industry placement – consolidating your learning and gaining insights into one of the most progressive and exciting industries in the world.

Graduate with the specialist knowledge and skills necessary to pursue a career in a wide range of fields, including communications, journalism, social media, research and analysis, and academia. Our alumni hold a variety of positions across journalism, social media, marketing, influencing, media planning and consultancy.

### **Industry opportunities**

Industry is embedded in the form of live projects and placements – for example, our ongoing collaboration with Football for Peace (FfP). Operating as a hybrid between industry placement and creative content, this unique approach puts you at the cutting edge of the media and communications industry and acts as an employment pathway – enabling you to use your experience to secure immediate positions upon graduation. Previous examples include Marketing Consultant for international retailer Trumf AS and Communications Advisor for the Norwegian Space Agency.

Other graduate destinations include Longform New Dehli, TF1 Television Paris, Tiger Recruitment London, Mission Paris, Astana Times London, NMIMS Global London and Cybanetix London.

### **Learn in London – the UK's media hub**

From global organisations to new start-ups, studying in London offers opportunities to engage with all aspects of the creative arena – gaining valuable work experience and meeting influential industry contacts.

You'll have direct access to creative networks, events, workshops and industry speakers, both on campus and in the city centre – exposing you to new insights and career options. Plus, you'll have the opportunity to work on live briefs with real clients looking for ideas and talent.

### **Residential**

The course includes an immersive residential experience in Scotland, during which you'll take part in a variety of activities that consolidate your studies so far and prepare you for your third term – all in an engaging and exciting location.

Download course specification (<https://www.regents.ac.uk/sites/default/files/2025-03/MA%20Media%20and%20Digital%20Communications%20Course%20Specification%2024-25.pdf>).

## **How to apply**

Applying to Regent's is quick and easy. We accept direct applications year-round and there's no application fee. If you haven't received your exam results, you can still apply and we'll issue you

with



Writing retreat on the banks of Loch  
Bunachton, Scotland



Writing retreat on the banks of Loch  
Bunachton, Scotland



Visiting state-of-the-art TV studios at BBC  
Cardiff



Recording a digital weather presentation at  
BBC Cardiff



Visiting the National Archives



Viewing original historic documents

a conditional offer. You just need be clear in your application which qualifications you're currently studying for.

## Step 1: Apply

- On our website, details here (<https://www.regents.ac.uk/admissions/how-to-apply>).





Visiting the David Hockney exhibition



Experimenting with VR headsets

During  
the

application process, you'll have the chance to upload supporting documents, including:

- A copy of your passport (photograph ID page)
- Academic transcripts and certificates from all previous studies
- A 500-700 word personal statement (view guidance (<https://www.regents.ac.uk/admissions/how-to-write-your-personal-statement>)).
- If you're not a native English speaker, proof of your English proficiency

### Credit transfer

If you've already studied part of your degree elsewhere, you may be able to apply for Recognition of Prior Learning (RPL) and join your new course at an advanced entry point. To apply for RPL, you'll need to state this clearly in your application and provide us with the certificates, transcripts and module descriptions for your previous course.

## Step 2: Receive a response

You can expect to receive a decision on your application within 10 working days. We'll assess whether you meet our entry requirements and will notify you of our decision via email. UCAS applicants will also receive official notification via the UCAS system.

For some of our courses, the selection process may include an interview or audition. They can take the form of a one-to-one interview, a group interview or a portfolio review, which may be conducted by telephone or online. Arrangements of these are made between you and the Admissions department.

## Step 3: Accept your offer

If you wish to accept your offer, you must pay your (non-refundable) advance tuition fee deposit. This will confirm your place. Here's how (<https://www.regents.ac.uk/admissions/how-to-pay>).

## Step 4: Register

Closer to the start of term, our Admissions team will send instructions regarding your registration process. This will include information on completing your online enrolment before you arrive, as well as a checklist of documents you'll need to bring with you to campus.

## Information for international students

If you're an overseas student, you'll likely require a visa to study in the UK. Here's how to apply (<https://www.regents.ac.uk/admissions/visas-immigration>).

## Scholarships and funding

There are a wide variety of funding and scholarship opportunities to help you finance your studies. For more information, please visit our scholarships and funding page (<https://www.regents.ac.uk/study/scholarships-funding>).

## Fees

### Tuition fee:

- £26,000 for the intake starting in September 2024
- We've recently changed the name, modules and structure of this course. Find fees for September 2025 onwards here (<https://www.regents.ac.uk/postgraduate/ma-media-digital-communications#fees>).

### Non-refundable advance deposit:

UK students: £1,000

International students: £4,000

Read more about tuition fees (<https://www.regents.ac.uk/tuition-fees-september-2023-intake>).

If you receive an offer for a course, you'll receive a pro forma invoice. To accept your offer and secure your place, pay your deposit payment as soon as possible.

The remaining portion of your first year's tuition fees will be due when you enrol. At this time, you'll receive your invoice for the full year. You can choose to pay for the year in full before the start of your first academic year or in two instalments, spread out across the academic year. The dates of these instalments will be determined by when your course starts.

### What do fees include?

Fees cover the cost of all tuition and access to the University's IT infrastructure and library learning resources. Fees are presented for the first level of study which equates to two terms.

### **What other costs should I budget for?**

You will need to budget additional funds for accommodation and living expenses, travel, and any additional trips, visits, activities or courses that you choose to participate in outside of the tuition offered as part of your course.

The library holds a limited number of copies of core textbooks and where possible in e-format. You will be encouraged to purchase your own textbooks and will need to budget approximately £80-£100 per year, depending on your course.

## **How you'll learn**

At Regent's you'll have the freedom to explore your interests in a supportive and nurturing environment with interactive classes, regular one-to-one contact with tutors, specialist facilities, industry opportunities and tailored careers advice – ensuring you develop the skills, experience and confidence you need to succeed.

We centre our teaching around your individual goals, identifying support you need to thrive. You'll be part of a collaborative environment, that brings all the nuances of media and communications to life in the classroom: facilitating creativity, innovation and teamwork as you explore current issues and propose solutions to real problems.

You'll pair deep industry knowledge with hands-on experiences, taking part in a blend of learning formats to give your studies context:

- Seminars and lectures
- Computer labs
- Content mapping
- Industry masterclasses
- Digital media analysis
- Horizon scanning
- Group work and pitches
- Live industry briefs
- Work placements

Based in London, you'll also have opportunities to meet employers through guest lectures, live briefs, field trips and industry visits – giving you insights into the world of media and communications and enabling you to put theory into practice.

## **Teaching staff**

You'll be taught by a range of media and communication leaders and research-active academics, who regularly collaborate with luxury brands, agencies and publications, and have work published

in journals and magazines around the world. Their knowledge and experience ensure your classes are shaped by the most current industry practices.

You'll also be allocated a personal tutor, who'll meet you on a one-to-one basis at various stages throughout the year to provide you with guidance and advice to support your personal and professional development.

Plus, you'll benefit from regular guest speakers: networking and developing relationships with entrepreneurs, business owners, journalists, PRs and more.

We're really proud of the global nature of our courses, and our tutors also reflect this ethos – coming from a wide variety of countries and cultures across the world. In every way, you'll feel part of a global family.

## Independent learning

Throughout the course, you'll be expected to undertake extra reading, research, revision and reflection, as well as preparing work for workshops, and working collaboratively with other students in preparation for assessment.

## Method of assessment

Your skills and knowledge will be assessed via a wide range of task-based projects, reports, field research, communication plans, presentations and live and simulated briefs – as well as essays, case study analysis, concept mapping and data visualisation. It's important to us that your learning and assessment is:

- Inclusive – fostering a student-focused approach
- Engaging – encouraging interaction and participation
- Authentic – based on real business challenges

## Disability support

We welcome and support students with a wide range of disabilities and health concerns, including learning difficulties, visual and hearing impairments, mental health difficulties, autism conditions, mobility difficulties and temporary or chronic health conditions.

Our Student Support & Welfare team is here to support you. We ask that you speak with us as early as possible to enable us to support you. Find out more about our disability support (<https://www.regents.ac.uk/information/for-current-students/disability-mental-health>) and contact us (<mailto:disability@regents.ac.uk>).

## Academic requirements: Level 7

We're interested in your potential, as well as your prior achievements – and we review each application comprehensively on its own merit. You'll need **one** of the following qualifications:

- Minimum second class UK undergraduate degree
- Equivalent international qualifications, as deemed acceptable by Admissions & UK ENIC

### Accreditation of Prior Experiential Learning

We also welcome applications from students who don't meet our usual entry requirements. To be accepted for exceptional entry, you must:

- Have three years of work experience if you don't hold a degree

You'll need to provide us with:

- Your current CV
- A headed employment letter detailing your position and length of service
- A headed reference letter
- A personal statement (<https://www.regents.ac.uk/admissions/how-to-write-your-personal-statement>) outlining your experience and ambitions

This will be assessed on a case-by-case basis, by academic referral only.

## English language requirements

Minimum English proficiency requirement through one of the following qualifications (or equivalent):

Qualification	Subject	Grade
GSCE*	English	C (4)
IB SL or HL*	English A	4
IB HL*	English B	5
US HSD (studied in a majority English-speaking country)*	Grade 11 and above in English	C
IELTS*	Academic	Overall score of 6.5, with 5.5 or above in each component
UG degree	From English-speaking countries –	Second class



Qualification	Subject	Grade
	defined by the UKVI	

Please note, we do not accept home/online editions of English language tests.

*\*Qualification satisfies the English language requirements of the UKVI for non-UK/Irish nationals.*

We also offer conditional students a free, online diagnostic test known as the Regent's English Proficiency Test (REPT). This must be booked in advance. Discover more (<https://www.regents.ac.uk/english/regents-english-proficiency-test-rept>).

## Careers

You'll graduate as a multi-skilled media professional, with a portfolio of highly specialist communications skills, able to work in a range of positions:

- Academic
- Communications expert
- Media analyst
- Journalist
- Researcher
- Public relations manager
- Civil servant
- Social and digital media analyst
- Content developer

You'll graduate with the transferable skills needed to choose any career that aligns with your interests.

## Graduate visa

After you've completed your course, you may be eligible to apply for a Graduate visa (<https://www.regents.ac.uk/admissions/graduate-visa>). This enables you to work, or look for work, in the UK for up to two years after you leave Regent's, without the pressure of having to secure a job immediately – applying your skills and advancing your career with valuable experiences and industry connections.

## Careers support

Don't worry if you feel overwhelmed – our Careers, Enterprise and Industry team (<https://www.regents.ac.uk/study/careers>) are here to provide personalised advice and access to resources **for life!**

- 24/7 access to online guidance and resources
- Exclusive internships, networking opportunities and industry events
- Personalised consultations – from interview and CV prep to business advice
- Access to Handshake (<https://www.regents.ac.uk/study/careers/our-services#digital-resources->), connecting you with 650k+ global employers

## Structure

This is a full-time course, comprising three terms of study.

View your academic calendar (<https://www.regents.ac.uk/admissions/academic-calendars>).

Please note, all Special Elective modules are subject to availability.

# MA Media & Digital Communications

## Core Modules

Module title	
	This module covers the fundamentals of research design, research ethics, established traditions for using and developing quantitative and qualitative research methodologies, along with analysis and research interpretation. You will learn basic research principles, along with a wide range of research techniques used in media and communications for understanding media, audiences, users, content and technologies (e.g. interviews, focus groups and participant observation, surveys, content analysis etc.). You will also be expected to apply their learning through practical and applied research exercises. You will need to develop and demonstrate research design skills, methodological knowledge and ability to use those methods, as well as some digital research skills (e.g. qualitative and quantitative software analysis tools).
	Social media and digital tools have introduced new kinds of data and many new rapidly changing research methods and tools made available via data scraping, and data analysis software. This programme builds upon the research methods course and focuses on equipping you with the skills and techniques to use leading and emerging digital research tools and methods (such as social network analysis, metrics, and data visualisations).
	The rise of social media and digital technologies have led to a massive shift in the way people communicate and live their lives. This course provides a theoretical and practical foundation for understanding the nature of that shift and the impact of digital technologies and social media on people, on communication, on media industries, and on culture. You will examine top social media platforms alongside internet studies and digital culture. In addition to the theoretical and conceptual foundations, this module also examines particular social media platforms and aspects of digital media from a practical perspective. You will examine, explore, and create content for these platforms in computer labs, collaborative workshops,

	and other relevant exercises.
	Media and communications is a widely interdisciplinary field. This course introduces you to the development of media and communications, from their historical origins to leading approaches used to study media (such as power, representation, political economy, audiences, gender, politics, screen studies, everyday life, alternative media, digital, participatory, and convergence culture etc.). Upon completion of this course, you will be well versed in the interdisciplinary concepts and theories used within the field to understand media and their relationship to society, to individuals and to everyday life.

## Elective Modules

Module title	
	The global media and creative industries are crucial for the international economy and political information. Broadly, these include a wide variety of artistic endeavours in such diverse areas as the arts, architecture, film, video games, music, theatre, global news organizations, commercial media and many others. This programme introduces you to the economic and symbolic value of these industries, in order to understand how they work as global systems, as well as their socio-economic importance and influence. Based on the study and analysis of complex global media systems, you will examine the production, distribution, and consumption of global media. Theoretical foundations for this module will draw from politics, international communication, comparative media, media infrastructures, platform studies, globalisation studies, and other key traditions. This module won't be available to choose from January 2024.
	Drawing from information and communication based technologies, this module provides a comprehensive overview of media emerging from the horizon and not yet in the mainstream. Although topics are likely to change, you will examine technologies like the internet of things, augmented reality, social virtual reality, and artificial intelligence, as well foresight methodologies (e.g. foresight analysis) in order understand the future of media, eventualities, and the contours of digital life.
	The main purpose of this module is to offer participants a firm grounding in the concepts of media law and the regulation of media communication. Accompanied by a historical perspective, the module aims to develop participants' understanding of the various mechanisms impacting upon the operation of the media and introduce them to the variety of ways in which the law shapes current professional dilemmas in the media sector. While the content of this module is western-centric, it also connects to other parts of the world: it is supplemented by a comparative cross-border analysis, with an emphasis on new technologies like the internet and social media. This module introduces you to the particular laws and principles that underpin both traditional and social media. You will gain awareness through case studies of the various legal issues that affect media practice and be able to apply their knowledge more widely and persuasively to cases occurring in the digitally connected world. This module won't be available to choose from January 2024.
	Sex, gender, and identity are critical aspects of contemporary life and inform vast inter-disciplinary scholarship and media related research. Understandings of sex and gender impact regulation, policy, law, social norms and cultural values – all of which shape individual ideas

	and experiences of their own identities, as well as of those around them. This module provides a conceptual and theoretical foundation for understanding current debates and issues related to sex, gender, and identity in, through and on the media. This module won't be available to choose from January 2024.
	Marketing communications play the vital role in supporting and maintaining a brand. This once one-way street then moved to dialogue and has now become multilogue with the exponential growth in Word of mouth (WOM) social media marketing. This module will introduce you to the key concepts of social media marketing. You will learn how to understand, critically evaluate and apply conceptual social media frameworks, theories and approaches relevant to their marketing and promotional mix. You will discover how social media networks are used as part of the marketing strategies of a variety of different organisations. You will appreciate and be able to harness the key metrics tools of social media marketing in order to listen, monitor and manage communications through such tools. The module also aims to develop your strategic understanding of how to build and manage social media marketing communications campaign which impacts on the identified target audiences and integrates with all other relevant media.
	This module enhances your business and life skills, contributing knowledge and understanding to other modules. This module draws upon the philosophical aims of the MAM programme by helping students harness their innate talents that will help them to succeed in the global business environment. This module combines ideas and concepts from the fields of Entrepreneurship and Innovation to create a learning environment that allows students to deconstruct taken-for-granted tools, theories and practices by thinking-out-of-the box, to create proactive solutions to contemporary business problems as well as develop the ability to stretch boundaries in an attempt to identify innovative entrepreneurial solutions. By stretching your thinking, intellectual, creative and innovative skills, it is hoped you will make better entrepreneurs, managers and leaders.
	Consumer behaviour is influenced by visual, auditory, even olfactory media, from advertising, film or music video, the representation of life styles in film and soap operas or the sharing of information via social media. The “Brand” is an important concept in marketing and in consumer psychology. The notion of the Brand as a ‘friend’ and a symbol of status is an increasing phenomenon. The aims of this module aims to introduce you to some essential principles of media psychology and to explore and examine aspects of product category involvement, loyalty and the notions of desire and aspiration and how these impact on consumers and how these aspects are targeted in marketing, notably advertising. The module aims to increase your experience in working with psychological literature and research in relation to exploring the consumer product Brand relationships. This includes consumer relationships with film and fashion, as well as counterfeit products.
	Media and digital communications include a broad range of disciplines, approaches, practices, and events – all of which are subject to current events – as well as the broader media landscape’s rapid growth and constant change. In addition, media sectors and industries are under immense pressure to adapt to new technologies, innovation, and increased competition. As a result, this module is designed to accommodate change or the rise of unforeseen issues which impact media and digital communications as a field, as a practice, or as an experience. This is an open module specifically developed to allow for advanced study of current, emerging or historical topics relevant to the media and communications – as they may unfold or become publicly important.

	<p>The concept of transmedia storytelling has grown in use since the publication of Henry Jenkin's <i>Convergence Culture</i> in 2005. But what precisely is transmedia? This course provides a theoretical and practical basis for understanding transmedia culture in both contemporary and historical terms. As many media conglomerates move towards inclusive transmedia storytelling attributes, such as Marvel Studios, Disney's <i>Star Wars</i>, and BBC's <i>Doctor Who</i>, this course will also provide a foundation for understanding contemporary shifts in the new millennium by historicising the concept as it emerged during the late 19th and early 20th century through authors, companies and transmedia pioneers, such as Frank L. Baum (<i>Wizard of Oz</i>), Edgar Rice Burroughs (<i>Tarzan</i>) and DC Comics' <i>Superman</i>. You will examine a range of transmedia narratives over a century of media production towards an understanding of convergence as not a new phenomenon, but a concept with considerable historic vintage.</p>
	<p>Media have long been used in courtship rituals from lonely hearts ads to Tinder hook-ups. Indeed dating apps are influencing intimacy and dating practices, including specific and digitally mediated behaviours to the rise of the hook-up, ghosting, and the normalising of sexting and nude pictures. While these cultural practices around intimate relationships may change with the dominant communication technologies used for romantic interaction, larger questions about the nature of love, intimacy and interpersonal relationships remain. This course examines the increasingly digitised nature of human connection and communication. This module won't be available to choose from January 2024.</p>

## Final Assessment Options

<b>Students must pick ONE only.</b>	
	<p>This is the final module in the MA and is designed for you to demonstrate independent learning to create an original dissertation. You are expected to consolidate and apply knowledge through research or practice into a media topic of interest. Alongside this, you will attend a series of sessions related to their future plans after graduation. You are expected to choose dissertation topic related to media and digital. The dissertation requires you to undertake original research and to submit a complete 10,000 word dissertation synthesising theory, methods, analysis, and a conclusion – or equivalent structure depending on approval. You are expected to demonstrate their ability to critically evaluate research and practice self-direction in identifying and tackling problems</p>



	<p>This is the final module in the MA and is designed for you to demonstrate independent learning to create and project. You are expected to consolidate and apply learned knowledge and skills through selection of topic and a research or practice based project. Alongside this, you will attend a series of sessions related to their future plans after graduation. While the project must be equivalent in scope and depth to 10,000 written words, it can include a wide range of formats such as film, video, a campaign, web-site, portfolio, foresight analysis, business plan or any other agreed upon format. The project must be original and incorporate both conceptual learning and applied skills or methods related to any aspect of the degree.</p>
	<p>The module is designed to create an alternative to the dissertation or project by offering you the opportunity to gain valuable practical experience and insights into a field relevant to the degree studied and the career that you may wish to pursue after graduation through a work placement. The work is intended to challenge you, as well as to provide the opportunity to apply the theoretical knowledge and skills that you have developed during the degree. It will allow you to acquire new knowledge, ideas, cultural awareness, teamwork experience and other professional skills, in a structured and supervised environment. Through a combination of theoretical application and practical tasks, your learning will be enhanced and consolidated. The work required for the placement will fulfill the same aims and learning outcomes as that of on the dissertation or the project.</p>

## Latest news



### Behind the Scenes at the 2025 Brit Awards

BA (Hons) Media and Communications students Eloise Neuschatz and Rylyn Jostes recently attended the 2025 Brit Awards, giving them the chance to find out what happens behind the scenes at a major awards show. Read their account of the evening!

Student news / Media & Comms

(<https://www.regents.ac.uk/news/behind-the-scenes-at-the-2025-brit-awards>)



## Regent's student chosen for internship with international art publication

Lillie Moller, a postgraduate student on the MA Media & Digital Communications, recently completed an internship with The Art Newspaper.

Student news / Media & Comms

( <https://www.regents.ac.uk/news/regents-student-chosen-for-internship-with-international-art-publication> )



Lindsay McIntosh, Head of News at The Sunday Times

## Lindsay McIntosh, Head of News at The Sunday Times, speaks at Regent's

At this event, students deep-dived into an interview with Lindsay, who described how she leads a team of journalists who are handling the most complex breaking news stories in media today.

Industry connections / Media & Comms / University news


( <https://www.regents.ac.uk/news/lindsay-mcintosh-head-of-news-at-the-sunday-times-speaks-at-regents> )




Poorvi Surana headshot

“ 'My tutors came with a plethora of knowledge, able to explain complex concepts in an engaging fashion. Most importantly, they were super passionate, which made the whole experience amazing. I have never had a better teaching experience than at Regent's'. ”

*Poorvi Surana, MA Media & Communications student*

 Jillian Heller “ ‘I combined my dissertation with my extra-curricular volunteering at the Feminist Library of London, which connected the dots between what I’ve learned in the classroom and what I care about outside of it.’ ”

*Jillian Heller, MA Media & Communications alumna*

 Ken Fero “ 'The MA allows students to explore media and digital communications theory and practice, and support their development. Students will build skills, make contacts and develop a critical understanding of emerging trends and opportunities.' ”

*Dr Ken Fero, Course Leader*

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## Contact Us

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*All Contact Options* (<https://www.regents.ac.uk/about/contact-us>)

*Cookies Settings*

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