COMMUNICATIONS, MEDIA AND CULTURE

Our Communications, Media and Culture department, in the faculty of Arts and Humanities, is internationally renowned, attracting students, staff and practitioners from across the world.

Its subject areas consistently draw high ratings for research and teaching, and include: Strategic Public Relations, Media Management, International Journalism, Digital Media and Communication, as well as Gender Studies.

RESEARCH COURSES

Research excellence underpins all we do. As part of our research community, you will contribute innovative, practical and applied solutions to the challenges facing society today.

We offer research options, including PhDs, in the following areas:

- · Film
- · Journalism and digital journalism
- · Sport community and heritage
- · Cultural archive research
- · Feminist, gender and LGBTQ studies
- · Media and civil society relationships
- · Culture and heritage
- · Media and communications
- · Digital media and communication
- · Human information behaviour

lst in Scotland and 2nd in the UK for Marketing and Public Relations

The Guardian University Guide 2023

2nd in Scotland, Top 5 in the UK for Communication and Media

Times and Sunday Times Good University Guide 2023







To find out more about identifying a supervisor and submitting a research proposal, visit: **stir.ac.uk/research**

DIGITAL MEDIA AND COMMUNICATION



Campus based MSc, PG Dip, PG Cert

This course will provide you with the skills required for a rewarding career in digital media management and production. The course is distinctive in providing you with options to gain practical multimedia production skills underpinned by understanding of human behaviour in the digital context.

You will gain an understanding of human communication and information behaviours, and the factors influencing behaviours at macro and micro levels. You will develop an extensive knowledge of research methods for media and audience research, including options to learn data analytics and digital marketing skills.

You will also have the opportunity to develop practical skills in digital content production including graphic design and short video production. The course also includes the option to create a digital media product as a specialist, practice-based alternative to the dissertation. The standard dissertation route is also possible.

We're proud to hold a 100% overall student satisfaction for Digital Media and Communication in the Postgraduate Taught Experience Survey (PTES) 2021.

CORE MODULES

- · Advanced Topics in Communication
- · Human Information Behaviour
- · Media Research Methods
- Dissertation or Digital Project alternative to the dissertation

Check course web page for optional modules

CAREER PROSPECTS

There is strong global demand across the digital sector for graduates who understand how to effectively utilise digital media to reach and communicate with target audiences. As a graduate, you will have the skills to contribute to the planning, development, and evaluation of multichannel digital marketing strategies and campaigns.

You will gain valuable interdisciplinary skills for a flexible career across public and private digital industries, and the ability to move into a number of specialist areas including digital media marketing, management, content design and production.

Some examples of graduates roles include: Digital Media Manager, Social Media Specialist, Digital Marketer and Web Content Editor.

INDUSTRY CONNECTIONS

Benefit from field trips and guest lectures from national press editors, directors of digital media production companies and regulatory policymakers and advisors in the digital media space.





GENDER STUDIES (APPLIED)



Campus based
MLitt, MSc, PG Dip, PG Cert

This interdisciplinary course provides you with the very best theoretical and practical skills in gender analysis and research. It has been developed by specialists who are passionately engaged with gender, feminist and queer issues.

Our Masters degree examines the history and context of key debates around gender, sexuality and culture, exploring commonalities and differences in the ways they have played out in a range of contemporary, historical and global perspectives. The application of these debates in real world scenarios takes place with the support of partner organisations with which our students conduct research projects and placements.

Housed in the Faculty of Arts and Humanities, you will have access to events and speakers throughout the year. You will leave the course confident of your ability to define and discuss gender and sexuality in a contemporary, global context.

CORE MODULES

For both MSc and MLitt:

- Understanding Gender
- · Researching Gender
- · Key Feminist Thinkers
- \cdot Dissertation
- For MSc only:
- · Quantitative Data Analysis
- · Qualitative Data Analysis

Check course web page for optional modules

CAREER PROSPECTS

Our Masters course combines in-depth knowledge of gender studies with the transferable skills in research and analysis that are indispensable in a range of public, private and third-sector organisations. The course can also serve as a launching pad for further postgraduate studies.

Some organisations where our graduates have found employment include Zero Tolerance, Glasgow Women's Library, Moving Image Archive Scotland/National Library Scotland and LGBT Youth Scotland.

Students will engage in contemporary debates on gender from a wide variety of disciplines, and work with unique materials in feminist archival collections.





INTERNATIONAL JOURNALISM



Campus based MSc, PG Dip, PG Cert

The course is internationally focused and deals with the practice of journalism across different media, cultural and regulatory environments.

The journalism sector is continually evolving and journalists have to learn a number of skills to remain relevant.

The MSc International Journalism at Stirling allows you to develop advanced research, analysis, writing and presentation skills in front or behind the camera.

You will be equipped to publish news content across multiple media, whether it's audio, writing, online or broadcast.

You will benefit from hands on teaching from experienced practitioners, leading researchers and guest lecturers from a range of publishing outlets.

We have a track record of working with media organisations to offer applied practical training and education.

CORE MODULES

- · Journalism Practice
- · International Journalism
- · Digital Video Production
- Investigative Research Project or Dissertation

Check course web page for optional modules

CAREER PROSPECTS

This course will prepare you for this rapidly transforming sector and specifically for a career in journalism, photography and film-making, public relations, political communication and publishing. It will also provide you with the transferable skills needed for a range of careers in other fields, including advertising, political analysis and humanitarian work.

You can undertake either a traditional academic dissertation or an investigative research project – with a chance to be co-supervised by a journalist from award-winning investigative website The Ferret.





MEDIA MANAGEMENT



Campus based MSc, PG Dip, PG Cert

The first of its kind in the UK, our Masters course in Media Management offers excellent preparation for meeting the challenges posed by unprecedented changes and increased competition in the media industries. This course continually evolves to keep up with the rapidly changing media landscape.

You will benefit from being taught by a highly qualified lecturing team with an international profile of research activity and guest industry experts, and will graduate with strong management skills and an analytical perspective on the media industry. You will also have an understanding of the evolving regulatory and policy environment in which the media operates.

This course provides a theoretical and case-studybased foundation in the creative and media industries, cultural policy and business strategy, with advanced study in contemporary media and cultural theories, training in appropriate research methodologies and the opportunities to deliver work for live clients.

We're proud to hold a 100% overall student satisfaction for MSc Media Management in the Postgraduate Taught Experience Survey (PTES) 2022.

CORE MODULES

- · Global Creative Industries
- · Media Research Methods
- · Media Regulation and Policy
- · Digital Culture for Media Managers
- Dissertation

Check course web page for optional modules

CAREER PROSPECTS

You will leave this course with a range of practical skills and attributes that are widely sought after by employers. Our graduates are located throughout the world, successfully working in a variety of organisations and roles, both in media and in other fields.

Some examples of positions that our graduates have gone into include: Editor-in-Chief, Reputation Executive, Social Media Researcher, Communications Executive and Online Marketer.

WELL CONNECTED

The University has strong industry links, and you will have the chance to mix with professionals within the media and gain first-hand experience of the industry.





MEDIA RESEARCH



Campus based MRes, PG Dip, PG Cert

This Masters in Media Research provides you with the skills needed to carry out advanced interdisciplinary research in the broad field of media and communications studies.

This course is a recognised Economic and Social Research Council (ESRC) 1+3 pathway. The 1+3 scheme provides funding for this one year research training linked to a PhD programme and is designed for students who have not already completed an ESRC recognised programme of research training.

Jointly taught by leading academics in media and social science research, you will gain both a theoretical and practical understanding of social science research methods, and how to apply these to the media and cultural industries.

Covering social sciences and humanities approaches, our interdisciplinary Masters will give you a solid, extensive training in advanced media research methods. You will be encouraged to explore your own research interests, gain real-world experience of research and develop your own approach to research throughout the course.

You will be given the opportunity to conduct a research placement as part of the course.

CORE MODULES

- · Research Design and Process
- · Quantitative Data Analysis
- · Research Methods
- · Applied Methods
- · Qualitative Data Analysis
- Dissertation

Check course web page for optional modules

CAREER PROSPECTS

Our course is ideal preparation for those who want to go on to complete a PhD. It also offers an excellent grounding in social science methods, which are transferable to media research for industry, marketing and advertising research, and production research. Graduates have successfully developed careers as academic researchers and in a range of media-related careers.





PUBLIC RELATIONS AND STRATEGIC COMMUNICATION



Campus based MSc, PG Dip, PG Cert

During this course, you will develop a critical understanding of the role of public relations and strategic communication in society, as well as analytical and professional skills. You will gain a solid understanding of the theory behind public relations and communication, and have many opportunities to put this theory into practice.

You will design, implement and evaluate public relations and communication campaigns – giving you the practical and analytical skills you need for a successful career in strategic communications. You will be able to analyse environments, issues, organisational cultures and relationships – as well as set objectives, and design and implement public relations strategies.

You will learn how digital media is used to implement communication campaigns. Field trips and guest lectures offer the opportunity to discuss strategic communication issues with leading practitioners. These also give you networking opportunities and an understanding of current best practice.

We're ranked 1st in Scotland and 2nd in the UK for Marketing and Public Relations (The Guardian University Guide 2023).

CORE MODULES

- Public Relations and Public Communication Theories
- · Strategic Public Relations Planning
- · Research Methods
- Dissertation

Check course web page for optional modules

CAREER PROSPECTS

Our Masters will suit those who want managerial careers in public relations, organisational communication, corporate communications and strategic communication and public affairs. Our alumni are found around the globe, in public, private and voluntary sectors.

Many graduates work in PR consultancy roles for companies, governments and NGOs, or have started their own businesses.

Others stay in academia, going on to gain PhDs and then work as lecturers, teaching and researching in universities.



Benefit from our excellent guest speaker programme, field-trips, research placements, and opportunities to work for a client.





STRATEGIC COMMUNICATION AND PUBLIC RELATIONS



Campus based (Stirling and Barcelona)
MSc

Immerse yourself in a variety of cultures while you study this interdisciplinary, advanced-level course delivered jointly by the University of Stirling and Pompeu Fabra University, Barcelona.

You will benefit from an international perspective on strategic communication and public relations, while having the opportunity to study in both Stirling and Barcelona.

Taught entirely in English, the course offers a hands-on approach, while at the same time providing you with the theoretical foundations you need to practise public relations and strategic communication at a managerial level.

You can choose to have your dissertation supervised either by academics at the University of Stirling, or at Pompeu Fabra University.

We are ranked 1st in Scotland and 2nd in the UK for Marketing and Public Relations (The Guardian University Guide 2023).



CORE MODULES

Autumn (Stirling):

- Public Relations and Public Communication Theories
- · Media Relations and Production
- · Research Methods

Spring (Pompeu Fabra):

- · Strategic Public Relations Planning
- · Research and Evaluation for Practice
- Public Affairs and Advocacy
- Public Diplomacy and Strategic Communication
- · Public Relations and Digital Media

Summer (Stirling or Pompeu Fabra):

Dissertation

CAREER PROSPECTS

Our course prepares you for an international career in public relations, strategic communication and related areas in consultancies, private sector companies, NGOs and international organisations, including the EU and the UN. Graduates may also stay in academia or go on to start their own companies.

Awarded with a CEI label (International Campus of Excellence) by the Spanish Ministry of Education, Pompeu Fabra is a modern university with prestigious international rankings.





PUBLIC RELATIONS AND STRATEGIC COMMUNICATION (ONLINE)

Online MSc, PG Dip, PG Cert

Combine work or other personal commitments with our flexible online Masters.

This course gives you a thorough understanding of the role of public relations in contemporary society. You will develop analytical, management and communications skills that are tested through a variety of academic assessments and practical exercises.

By the end of your studies, you will have the necessary skills to work at a managerial level in public relations and strategic communication. You will be able to analyse environments, issues, organisational cultures and relationships, as well as advise on solutions to complex communication problems, set objectives, and design and implement public relations strategies.

You will benefit from guest lectures offering the opportunity to discuss strategic communication issues and best practice with leading practitioners.

We're proud to hold a 100% overall student satisfaction rating for Strategic Public Relations (Online) in the Postgraduate Taught Experience Survey (PTES) 2021, as well as being ranked 2nd in the UK, 1st in Scotland for Marketing and Public Relations (The Guardian University Guide 2023).

CORE MODULES

- Public Relations and Public Communication Theories
- · Strategic Public Relations Planning
- · Research Methods
- · Dissertation

Check course web page for optional modules

CAREER PROSPECTS

The most common careers are in public relations, organisational communication, corporate communications and strategic communication and public affairs. Our alumni are found around the globe, in public, private and voluntary sectors.

Many graduates work in PR consultancy roles for companies, governments and NGOs or have started their own businesses. Others stay in academia, going on to gain PhDs and then work as lecturers, teaching and researching in universities.



Course Starts: September and January







DR KATHERINE CHAMPION LECTURER IN MEDIA AND COMMUNICATIONS

A specialist in the field of Media and Communications, Katherine's work aims to extend and deepen knowledge of how 'space' and 'place' matter to the creative and cultural industries sector.

SWITCH ON TO MEDIA

It's an interesting time to be studying Media and Communications. How does Stirling shape our teaching to reflect this?

The Media and Communications industry has faced major transformations in recent years, with the emergence of new devices and platforms for media content. At Stirling, we equip our students with the vital skills and industry knowledge needed to be successful in this dynamic and fast-paced sector.

We place a strong emphasis on personal and professional development to enhance collaborative and team management skills, proficiency in industry analysis, and high level communications competences. Outside of the classroom, we encourage students to engage in a variety of fieldtrips, industry events and conferences, all of which contribute to a rich Masters experience.

How would a Masters in media and communications benefit prospective students?

Undertaking a postgraduate qualification offers students a great opportunity to study a chosen subject in more depth and enhance their career prospects. Our taught media-related courses at Stirling present an opportunity to improve knowledge and understanding of a wide range of media industry sectors, as well as to develop skills and networks that promote future employability often working with real-world industry briefs and clients and carrying out business simulation activities.

Why do guest speakers often deliver lectures at Stirling?

In line with our focus on real-world teaching, a key highlight of our curriculum is the guest lecture series and industry expert contributions woven throughout our teaching. Thanks to our established professional and research networks, we regularly invite industry practitioners and policymakers to deliver the latest learnings and trends to our students.

We have regular contributions from Senior Media professionals including: from broadcasters such as the British Broadcasting Corporation (BBC), Channel 4, MTV, independent production companies; public relations agencies; media regulators and policymakers; newspaper editors; and many more.

A number of Stirling's media courses are delivered with international partner universities. How does this benefit students?

The Communications, Media and Culture department at Stirling prides itself on its international outlook. As part of this commitment, we have partnered with a number of overseas institutions, including in Singapore, China and Spain, to allow students to benefit from a high-quality UK education, while studying abroad in a country of their choice. This also helps international students to arrange their studies around any existing commitments they may have in their home country, and still undertake a University of Stirling qualification.