

COMMUNICATIONS, MEDIA AND CULTURE

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

Our courses are consistently ranked among the best in the UK. By striking a balance between practical training and critical thinking, we help to prepare you for a career in fields including public relations, media management, journalism, gender studies and digital media and communication.

100% of our research environment and 88% of our overall research in Communication, Cultural and Media Studies was classed as world leading or internationally excellent in REF 2021.

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

**Top 25 in the UK and top 200 in the world for
Communications and Media**

QS World University Rankings 2023



Full-time course



Part-time course



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

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.

This course will provide you with the skills required for a rewarding career in digital media management and production. This Masters will offer you practical multimedia production skills underpinned by understanding human behaviour in the digital context.

You will explore human communication and information behaviours, and the factors influencing behaviours at macro and micro levels. You will learn research methods for media and audience research, including options to develop data analytics, social media analytics, digital marketing and advertising skills.

During your studies you will learn to contribute to the planning, development, and evaluation of multi-channel digital marketing strategies and campaigns.

You will also have the opportunity to acquire practical digital content production skills including options in graphic design, video production, and interactive media design. The course includes the option to create a digital media product as a practical alternative to the dissertation. The standard dissertation route is also available.

CORE MODULES

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

[Check course web page for optional modules](#)

CAREER PROSPECTS

You will gain skills for a career in public and private sectors, with the ability to move into a number of specialist areas including digital media marketing, or management, content design and production.

Our graduates have gone onto roles including:

- Digital Media Manager
- Social Media Specialist
- Digital Marketer and Web Content Editor

INDUSTRY CONNECTIONS

Benefit from field trips and guest lectures from directors of digital media production companies and regulatory policy-makers and advisors in the digital media space.

Course Starts: September



INTERNATIONAL JOURNALISM



Campus based
MSc, PG Dip, PG Cert

Our Masters course is internationally focused and deals with journalism across different media, cultural and regulatory environments – with a particular emphasis on investigative research and reporting.

The journalism sector is continually evolving, and journalists have to learn an ever-growing suite of skills to remain relevant. You will develop advanced research, analysis, writing and presentation skills for print, online, audio and video news platforms.

You will also benefit from hands-on teaching by experienced news practitioners and content producers, leading academic researchers in journalism and media studies, and guest lecturers from a range of real-world publications.

We have a track record of working with media organisations to offer our students practical training during their studies.

CORE MODULES

- Journalism Practice
- International Journalism
- Investigative Research
- Investigative Research Project or Dissertation

[Check course web page for optional modules](#)

CAREER PROSPECTS

This course will prepare you a career in news and/or investigative journalism, video production, 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, humanitarian work and communications.

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.

Course Starts: September



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 media industries.

You will benefit from being taught by a highly qualified lecturing team with an international profile of research activity, guest industry experts and field trips.

You will learn about tv, film and music industries and the rapid developments in other digitally related industries. You will also have an understanding of the evolving regulatory and policy environment in which the media operates. The course explores the factors that influence people's behaviours in relation to information and theory, with practical case studies from the creative and media industries. It also covers cultural policy and business strategy, contemporary media and cultural theories, research training, and the opportunities to deliver work for real clients.

You will graduate with strong media industry awareness, management and communications skills developed through modules and real-life scenarios in business and marketing communications.

CORE MODULES

- Global Creative Industries
- 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, working in a variety of organisations and roles, both in media and 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.

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

Course Starts: September



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 three year PhD degree 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.

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.

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.

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

Course Starts: September



PUBLIC RELATIONS AND STRATEGIC COMMUNICATION



Campus based
MSc, PG Dip, PG Cert

During this course, you will understand the role of public relations and strategic communication in society, and the theory behind it.

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 develop the ability to analyse communicative environments, issues, organisational cultures and relationships; set strategic campaign objectives; and design and implement effective public relations strategies.

A key aspect of the course is its focus on 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 – including on our annual visit to the headquarters of the European Union in Brussels. These also give you networking opportunities and an understanding of current best practice.

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 strategic communication and public affairs.

Many graduates work in PR consultancy roles for companies, charities, 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.

Course Starts: September



STRATEGIC COMMUNICATION AND PUBLIC RELATIONS



**Campus based (Stirling and Barcelona)
MSc**

Immerse yourself in a variety of cultures while you study this interdisciplinary Masters 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.

The course covers a range of topics including public relations and public communications theories, strategic public relations planning, media relations and production, public diplomacy and strategic communication, public relations and digital media, public affairs and advocacy and research methods.

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 in leadership positions.

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



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 an International Campus of Excellence by the Spanish Ministry of Education, Pompeu Fabra is a modern university with prestigious international rankings.

Course Starts: September



GENDERS AND SEXUALITIES



Campus based
MLitt, MSc, PG Dip, PG Cert

This course will equip you with skills in gender and sexuality research, underpinned by feminist and queer theory.

You will study gender, queer practices and identities in various disciplines, including media/film studies, history, literary studies, sociological analysis and curation theory. The course covers gender and sexual practices and identities globally, as well as applying your learning in the real-world through our research placement module.

Develop your digital skills with the opportunity to submit a digital project as alternative to a traditional dissertation. In the digital project, you can design online campaigns for charities and state institutions engaging with queer individuals, and/or gender related areas like sexual violence, the gender pay gap, and the legislation on gender recognition.

Engage in contemporary research on gender and work with unique materials from feminist archival collections.

Course Starts: September



CORE MODULES

MLitt:

- Key Concepts and Debates: Genders and Sexualities
- Genders and Sexualities: Global Perspectives
- Training for Masters in the Arts and Humanities 1
- Dissertation/Digital Project

MSc:

- Key Concepts and Debates: Genders and Sexualities
- Qualitative Data Analysis
- Quantitative Data Analysis
- Training for Masters in the Arts and Humanities 1
- Dissertation/Digital Project alternative to a Dissertation

[Check course web page for optional modules](#)

CAREER PROSPECTS

Our course combines in-depth knowledge of gender and queer studies with transferable skills in research and analysis, which are indispensable in a range of public, private and third-sector organisations. The course can also serve as a launch pad for a PhD.

Our graduates have found employment in organisations including Zero Tolerance, Glasgow Women's Library, Moving Image Archive Scotland/National Library Scotland and LGBT Youth Scotland.

GENDER AND DIPLOMATIC PRACTICE



Campus based
MSc, PG Dip, PG Cert

Our Masters teaches diplomacy from a gender-inclusive perspective, alongside an understanding of gender studies. This course is delivered in collaboration with the leading training body of the United Nations: The United Nations Institute for Training and Research (UNITAR).

You will understand gender identities globally, and their significance in diplomacy. Learn how diplomats can shape gender-inclusive environments when addressing international conflicts, and how diplomats engage with local communities to involve and empower women and non-binary individuals.

You will be offered the opportunity to apply your learning at the United Nations through our competitive research placement module. You can also enhance your employability and develop your digital skills with the opportunity to submit a digital project as alternative to a traditional dissertation. In the digital project, you may have the opportunity to design online campaigns that involve using initiatives on digital platforms to support charities and state institutions. These aim to raise awareness, engage audiences, and drive action toward specific goals such as targeting gender inequalities.



CORE MODULES

- Key Concepts and Debates: Gender and Diplomatic Practice
- Training for Masters in the Arts and Humanities 1
- Diplomacy and Gender Inclusion in Practice
- Dissertation/Digital Project alternative to a Dissertation

[Check course web page for optional modules](#)

CAREER PROSPECTS

Graduates may go onto careers in diplomacy or academia, as well as the third-sector organisations, museum sector work, civil service, or at the United Nations and other diplomatic bodies.

Course Starts: September





**DR KATHERINE
CHAMPION**
**SENIOR 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: 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.