School of Journalism, Media and Cultural Studies
Undergraduate Degree Programmes

Entry 2018  www.cardiff.ac.uk/journalism-media-cultural-studies
New students will join us at the beginning of a new chapter in the School’s history when we move into our new home in the centre of Cardiff in September 2018. The relocation is part of the University’s ongoing programme of investment to make Cardiff University even better and give our students the best experience possible.
Insider Information – Find out more...
Want to know what life at Cardiff is really like?
Our insiders are real students studying a range of subjects. You can read their blogs, post comments and message them on Facebook and Twitter.
To find out more go to: www.cardiff.ac.uk/insiders

Located next to BBC Wales’ new headquarters
Equipped with state-of-the-art teaching rooms

www.cardiff.ac.uk/journalism-media-cultural-studies
Discover the **Cardiff Experience**

**A leading university . . .**

- You’ll be part of a Russell Group university - one of the UK’s world-class universities.
- You can choose from more than 350 degree programmes. The Cardiff University degree is known and respected worldwide with a substantial number accredited by the professions and other external bodies.
- You’ll benefit from outstanding teaching in a research-led environment - Cardiff is ranked in the UK’s top 5 universities for research quality.
- Staff include a Nobel Laureate and numerous Fellows of the Royal Society and other prestigious institutions.

**in an outstanding city . . .**

- You’ll live in a friendly, compact and safe city with all your study, living and leisure needs within walking distance.
- Your money will go further at Cardiff with capital city attractions at provincial prices - Cardiff is amongst the most affordable/cost effective student destinations in the UK.\(^1\)

**with able and motivated students . . .**

- You’ll be at a first choice university where demand for places is strong.
- You’ll be studying in an environment with able and motivated students who have high grades at A-level or equivalent.
- You’ll be at an international university with students from more than 100 countries who have excellent career prospects.

**who have excellent career prospects.**

- You can be confident of your future prospects - 95% of our students were employed or had entered further study within six months of completing their studies.\(^2\)
- You’ll be in demand - Cardiff is among the top 25 universities targeted by employers seeking high calibre graduates.\(^3\)

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**Notes**
1. Research by Natwest 2017
2. HESA Destination of Leavers Survey 2016
3. High Fliers Research The Graduate Market 2017

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**Cardiff Connected**

www.cardiff.ac.uk

- @cardiffuniug
- facebook.com/Cardiffuniug
- Instagram.com/cardiffuni
- youtube.com/user/cardiffuni

**Contact us**

For students from the UK and EU:
Tel: 029 2087 4455
Email: enquiry@cardiff.ac.uk

For students from the rest of the world:
Tel: +44 (0)29 2087 4432
Email: international@cardiff.ac.uk
Welcome

The School of Journalism, Media and Cultural Studies offers an outstanding environment in which to learn, think and develop vital personal and professional skills.

Choosing your university is an exciting time. We are delighted you are interested in what our School has to offer you. You will discover that we value scholarly curiosity, informed debate and creative thinking.

Our teaching programmes are designed to be consistently relevant to a rapidly changing media and communications environment, and always informed by the most recent professional innovations and academic research.

Since 2015, The Guardian’s University League table has placed us in its top five Schools for Journalism and Public Relations in the UK.

Our staff includes some of the world’s leading writers, researchers and thinkers on a wide range of important topics. They work alongside professional colleagues who enjoyed outstanding careers in journalism, the media industries and public relations.

We pride ourselves in the quality of our teaching. The National Student Survey 2017, which gathered the opinions of third year students, strongly endorsed our teaching. 94% of those surveyed said they were satisfied overall with the course.

In our subject area, the Government’s research quality review of higher education institutions (REF) ranked us 2nd in the UK on quality, classed 89% of our research as world-leading or internationally excellent and recognised 100% of our work in terms of its impact outside of the School.

All this makes an ideal setting in which to pursue an undergraduate qualification that is academically rigorous, and fully engaged with the profound changes in the media and cultural industries, and contemporary communications.

And finally, those of you that enrol with us in September 2018 will join us at the start of an exciting new chapter in the School’s history. You will be amongst the first students to call No. 2 Central Square your new home, as we move into a custom state-of-the-art building situated in the heart of Cardiff’s media community.

We find our culture to be lively and friendly, and the teaching environment supportive and challenging. I am certain you will find the experience stimulating, rewarding and enjoyable.

Professor Stuart Allan
Head of School
Cardiff: A capital city

The Principality (Millennium) Stadium nestles in the heart of the city, and is home to numerous sporting events and concerts throughout the year.
Cardiff is a thriving and attractive city, which is widely recognised as an outstanding place in which to live and study. It combines all the advantages of a compact, friendly and inexpensive location, with the cultural and recreational facilities of a modern capital city.

Cardiff offers everything from the excitement of the city to the peace and tranquility of the nearby coast and countryside. With its distinctive character, good quality of life, and growing national and international reputation, it hosts many high-profile cultural and sporting events, including international rugby, soccer, cricket and motor sport.

When it comes to entertainment, Cardiff is well-equipped to satisfy student needs. There is a multitude of cafés, pubs and nightclubs. The city is home to the world-renowned Welsh National Opera, it boasts prestigious concert venues such as the Wales Millennium Centre, St David’s Hall and the Motorpoint Arena, as well as the iconic Principality Stadium, the National Museum Wales, several theatres and the historic Cardiff Castle.

Cardiff is the location for award-winning television productions, including Doctor Who, Sherlock, Torchwood and Casualty.

The city is one of the UK’s best shopping destinations, with St David’s Dewi Sant retail centre standing alongside pedestrianised shopping streets, indoor and outdoor markets, and a fascinating network of glass-canopied Victorian and Edwardian arcades.

Cardiff also has more urban green space than any other UK city, and offers easy access to the countryside, coast and mountains.

Lively, elegant, confident, cosmopolitan and ambitious are all words readily used to describe modern-day Cardiff. Together, the city and the University provide students with the ‘Cardiff Experience’, a lifestyle our students remember long after graduation.

Don’t just take our word for it . . .

“Cardiff is one of Europe’s youngest capital cities – small enough to be friendly and big enough to offer the best of living in a major city.”

The Complete University Guide 2017

Come and see for yourself . . .

Cardiff benefits from excellent road and rail links with Britain’s other major towns and cities. London, for example, is two hours by train, and the M4 links both the West and South of England, as well as West Wales. Travel to the Midlands and to the North is equally convenient. The journey by road from Birmingham, for example, takes only two hours. The main coach and railway stations are both centrally placed, and Cardiff also benefits from an international airport.

“Cardiff seems to have it all: grand civic architecture in a breezy waterside location, super-smart city bars and venues just a short hop from lovely countryside.”

Guardian University Guide 2016
Cardiff University has an international reputation for excellence in teaching and research, built on a history of service and achievement since 1883, and recognised by our membership of the Russell Group of leading research-led universities.

With attractive and compact campuses, excellent student accommodation, and a hugely popular Students’ Union, all within easy walking distance of each other in a thriving city, it is not surprising that Cardiff is a first choice university for many. We admit approximately 5,000 undergraduate entrants each year, the majority of whom are school and college leavers, and have high grades at A-level or equivalent. While competition for entry is strong, Cardiff is an inclusive university with a good record on widening participation and fair access, and we welcome applications, irrespective of background, from everyone with the potential to succeed at Cardiff University.

The University’s Cathays Park Campus is located in and around the impressive Portland stone buildings, parks and wide tree-lined avenues that form Cardiff’s attractive civic centre. The majority of academic schools are located here - just a few minutes’ walk from the city centre. The three academic schools offering healthcare courses (excluding Optometry and Pharmacy) are based at the Heath Park Campus, approximately one mile away, which is also home to the University Hospital of Wales.

Although dating from 1883, Cardiff is focused on the 21st century, and has modern state-of-the-art buildings and facilities. The University has invested substantially in its estate in recent years and continues to do so today. Most academic schools have benefited from major refurbishment, including new and well-equipped laboratories, lecture theatres, libraries and computing facilities. International opportunities are available via our Global Opportunity Centre. These include study, work and volunteering placements in 27 EU countries as well as international exchange opportunities. All students also have the opportunity to study a language, in addition to their degree, through the University’s Languages For All programme.

The University takes its environmental, safety and security responsibilities very seriously. It has comprehensive policies in place which are making great savings in energy consumption and, to support the safety and security of all members of the University community and their property, there is 24-hour security cover throughout the campus.

What the Guides say...
“...The University is as confident and forward-looking as the city it’s located in, and has an excellent reputation for the quality of its teaching and research.”
Guardian University Guide 2016

Cardiff University is among the best in the UK for preparing graduates for the workplace.
Times Higher Education – Global University Employability Ranking 2016

Cardiff offers one of the best student experiences in Wales, according to the latest Times higher Education UK Student Experience Survey.
Living in Cardiff
Accommodation
Cardiff offers guaranteed University accommodation of good quality and value, and a range of residences to suit individual preferences and budgets.

All undergraduates who accept their offer of a place from Cardiff, on a firm basis, are guaranteed a single occupancy place in University residences during their first year of study.

Please see our website for full details of our accommodation guarantee and associated deadlines: www.cardiff.ac.uk/residences

The University is continually investing in its student residences, and the views of students are taken into account at the design stage. Unusually for a civic university, most of our residences are within easy walking distance of lecture theatres, libraries, laboratories, the Students’ Union and city centre.

There are 15 different residences, providing more than 5,500 study bedrooms and students can apply for the residences which best suit their preferences, interests and budgets. Some 70% have en-suite shower and toilet facilities and all halls of residence have computer network connection points and access to Wi-Fi.

Fees depend on the facilities included and whether catered, part-catered or self-catered, but prices compare very favourably with those of other UK universities. Besides managing University property, the Residences Office maintains close links with the private sector and provides assistance to students seeking to rent or share houses or flats.

Student Life
The Students’ Union
Cardiff Students’ Union is one of the biggest, best and most active in Britain. A multi-million pound investment has been made in Union facilities in recent years, which has included a new venue called Y Plas, which at night becomes a nightclub.

Hosting live music, club nights, stand-up comedy, fashion shows and awards ceremonies, there’s lots to keep you entertained from your first day to your last.

Other facilities include a food court, a bank, a print shop, a hair salon and a bookshop. The Lounge offers IT and Skypping facilities, meeting rooms and a “chill-out” area, as well as snooker tables and multi-faith prayer room. The Union also has its own letting agency and an Advice and Representation Centre. In addition, it is home to CU TV and Xpress Radio (the students’ own TV and radio stations) and more than 200 cultural, political, religious, social, sporting societies and clubs.

Jobshop
Jobshop is the Union’s own student employment service and provides casual, clerical and catering jobs around the University to hundreds of students.

What the Guides say . . .
“Cardiff is one of the best UK cities for young adults because of its low cost of living, good job opportunities and decent wages.”
The Complete University Guide 2017

“Cardiff is amongst the most affordable/cost effective student destinations in the UK.
Research by NatWest 2017

“Cardiff has one of the biggest, best and most active students’ unions in the UK and is currently benefitting from a multi-million pound investment.”
The Complete University Guide 2017
Who are we? . . .
Cardiff University was the first institution in the UK to offer postgraduate journalism training when Sir Tom Hopkinson launched the School of Journalism, Media and Cultural Studies in 1970.

We have steadily grown our teaching provision to offer high quality academic and practice-based degrees that are recognised by media organisations across the UK.

We offer seven undergraduate degree options that draw on our historical integrity, research impact, excellent teaching satisfaction ratings, contemporary degree subjects and a track record of providing essential career skills. We offer a range of modules taught through the medium of Welsh.

Your Study Experience

Our staff includes some of the world’s leading writers, researchers and thinkers in the fields of journalism, media and communication.

They work alongside professional colleagues who have enjoyed outstanding careers in journalism, the media industries and public relations.

You will be assigned a personal tutor for the duration of your degree. Your personal tutor will be your main contact for any academic and pastoral matters you need support with.

Meetings with your tutor will be used to discuss your academic progress, provide feedback and advice and to make future plans. We also provide opportunities to study part of your degree course through the medium of Welsh.

In the 2017 National Student Survey we achieved an overall student satisfaction rating of 94%, while the 2018 Guardian University guide placed us fifth for Journalism in the UK and the Times placed us 6th for Communication and Media Studies.

Quality research

Research quality is measured in the UK by the Government’s Research Excellence Framework. In the last assessment exercise we were ranked 2nd for communication research, which is recognised internationally as one of our strengths.

The assessment found that 100% of our research was deemed ‘outstanding’ for its impact in terms of its reach and significance and that 100% of our research environment was rated as conducive to producing research of world-leading quality in terms of its vitality and sustainability.

Career prospects

The 2016 Destination of Leavers from Higher Education survey found that more than 96% of our graduates were in employment or further study six months after graduation.

Your studies with us will provide you with a highly sought after skillset, which includes the ability to research, write and critique according to highest academic standards, along with traditional presentation and team working skills.

Centre for Community Journalism

We are also home to one of the Vice Chancellor’s flagship Engagement Projects - the Centre for Community Journalism. The Centre supports the development of community news across the UK.

The Centre offers networking, resources and training for hyperlocal and community journalists, while supporting new forms of local digital journalism and exploring new, sustainable models for news. The Centre now offers representation for community publishers through a formal body known as the Independent Community News Network (ICNN).

For general enquiries please email jomecstudentsupport@cardiff.ac.uk or telephone +44(0)29 2087 4041
Our Degree Programmes
Journalism and Communications (BA)

The degree is concerned with the production, content and reception of all journalism and communications.

Our degrees are ideally suited for those wishing to pursue a career in the media and communications, or work in the journalism and public relations industries.

On a practical level, you will produce portfolios (including digital portfolios), practise journalistic writing skills across a number of platforms including online, broadcast, print and magazines, pitch ideas for new editorial products and businesses, and use a variety of software to produce graphic outputs, blogs, apps, and social media campaigns.

While you will be able to take a number of practical modules, the emphasis of the degree is academic and analytical. You will be able to follow a clear journalism and communication path throughout the three years of study which will culminate in a journalism based dissertation.

Crucially, you will gain the ability to research, write and critique your own written projects according to highest academic standards, and utilise modern information technology in researching and presenting. You will develop your ability to work both independently and in groups.

Finally, the course will develop and hone your awareness of the practical and economic forces which frame the media, cultural and creative industries, leaving you ideally placed to work in any field where communication skills are required.

We offer a number of Welsh language modules across the three years of undergraduate study and while this course is both challenging and academic in nature, it does not provide vocational journalism training.

Distinctive features

- A flourishing Journalism Society and a student media centre.
- Year one seminars may be taken through the medium of Welsh.
- Access to Erasmus and Study Abroad schemes.
- Careers weeks and workshops to ensure your readiness for the ‘world of work’.
Media and Communications (BA)

The degree is concerned with the study of the media and cultural industries and their roles in modern society.

Through your studies you will develop an understanding of the historical and cultural bases of the study of the media and cultural industries and their roles in modern society.

You will be instructed in the ways in which participatory access to the central sites of public culture and communication is distributed along axes of social division such as disability, class, ethnicity, gender, nationality and sexuality.

Critical and analytical thinking skills are developed in a variety of areas, including the study of popular cultures. The course engages critically with major thinkers, debates and intellectual paradigms within the field and puts them to productive use.

You will be able to follow a clear culture and communication path throughout the three years of study, which will culminate in a cultural studies-based dissertation.

While Media and Communications in particular is a product of our extensive and growing communications environment, the course also benefits from our experience teaching and researching both journalism and media studies from national and international perspectives.

We offer a number of Welsh language modules across the three years of undergraduate study and while this course is both challenging and academic in nature, it does not provide vocational journalism training.

Distinctive features

- Media modules are as diverse as Managing Media Communications, War Politics and Propaganda and Communicating Causes.
- Access to Erasmus and Study Abroad schemes.
- Careers weeks and workshops to ensure your readiness for the ‘world of work’.
- Year one seminars may be taken through the medium of Welsh and one third-year module is offered exclusively through the medium of Welsh.

www.cardiff.ac.uk/journalism-media-cultural-studies
The overall aim of our Media, Journalism and Culture course is to equip you to become a well-informed citizen in a media-saturated society.

Our courses study the many facets of journalism, media, culture and communications, and consider in an era of globalisation and dynamic social change their impact on society, politics and popular culture. They provide you with job-specific skills such as research methods and optionally, journalistic practice as well as much broader transferable skills valuable to a range of sectors.

This degree begins from the assumption that in order to understand modern society, we need to understand the central role that media and the cultural industries play in that society.

While you will be able to take a limited number of more practical modules, the emphasis of the degree is academic and analytical.

You will join a stimulating intellectual environment committed to maximising your potential through personal development and careers events. Many of our experienced lecturers are internationally recognised in their subject areas.

We offer a number of Welsh language modules across the three years of undergraduate study and while this course is both challenging and academic in nature, it does not provide vocational journalism training.

**Distinctive features**

- Media modules are as diverse as Managing Media Communications, War Politics and Propaganda and Communicating Causes.
- You will have access to Erasmus and Study Abroad schemes.
- Careers weeks and workshops organised regularly to ensure your readiness for the ‘world of work’.

**Media, Journalism and Culture (BA)**

The degree is concerned with the study and examination of an essential part of modern life – the media.
Journalism, Communications and Politics (BA)

You will analyse and reflect upon changes to both politics and policy driven by the growth of social media, the communications industry and the 24/7 news cycle.

In recent years, institutional politics have become more mediatized, and political leaders are now media-driven and speak in soundbites.

Political campaigning is no longer limited to pre-electoral periods and public relations strategists and political consultants have become more and more central to politics. These links are affecting policy too, both at the national and the international levels.

The spread of the internet and the development of social media has also brought changes to the relations between citizens and their political representatives, and constitute a new platform for citizens’ political deliberation, and for the organisation of activists, protesters, and new social movements (often at a transnational level). This new course aims to critically examine these and many other issues.

While this course is both challenging and academic in nature, it does not provide vocational journalism training.

Distinctive features

• A varied range of modules, learning activities and types of assessment.
• A flourishing Journalism Society as well as a student media centre.
• Careers weeks and workshops to ensure your readiness for the ‘world of work’.
• Cardiff is home to a lively media industry and to the Welsh Government and the National Assembly for Wales, providing excellent opportunities for work experience.

Journalism, Media and English Literature (BA)

The Joint Honours degree in Journalism and English Literature provides you with the opportunity of specialising in two university honours subjects.

Many students find Joint Honours both stimulating and rewarding as they observe both similarities and differences between the two subjects. Often there are complementary issues and perspectives as well as skills that link the subjects, be they critical analysis, historical contexts or recent research.

While the journalism part of the degree examines the media in its growth and historical and cultural significance in shaping our lives, the English literature modules focus on the critical analysis of a range of texts from different periods, together with the exploration of complex ideas.

Each school involved in delivering the degree offers a challenging set of modules, supported by a friendly atmosphere and excellent staff-student relationships.

Within English literature, you are free to follow a traditional programme covering multiple periods and genres, or to build a more distinctive mix of modules combining literary study with analysis of other cultural forms.

You will also study the many facets of journalism and media in an era of globalisation and dynamic social change, and their impact on society, politics and popular culture.

The degree provides the training necessary for students who wish to study either discipline at postgraduate level, and a valuable range of intellectual and transferable skills for students who wish to enter other professions.

Distinctive features

• Teaching across the whole chronological and geographical span of English literature, from the Anglo-Saxon period to the 21st century.
• A reputation for theoretically informed reading, bringing texts from all periods into dialogue with contemporary concerns about gender, identity, sexuality, nationality, race, the body, the environment, and digital technology.
• A strong tradition in creative writing, taught by writers making their mark on today’s culture.

www.cardiff.ac.uk/journalism-media-cultural-studies
Many students find studying a Joint Honours programme stimulating and rewarding as they are able to observe both similarities and differences between the two subjects. By combining journalism, media and sociology, you will gain a variety of transferable skills and knowledge beneficial for your future.

This degree is delivered in partnership by the School of Social Sciences and the School of Journalism, Media and Cultural Studies. It offers an opportunity to explore current debates in sociological concepts and methods, communications and media studies.

Your Sociology modules will help you to make sense of the social and cultural contexts in which journalism is rooted and to which media debates respond – such as the changing nature of media networks, shifts in the nature of work, leisure and family life, transformation in institutions such as the education, welfare, political and legal systems, shifts in the ethnic make-up of Britain, the continuing significance of class and gender inequalities, and debates over increasing globalisation and new forms of technology, media, scientific innovation and medical intervention.

Sociology modules will help you to understand pressing questions raised by studying the media, such as society’s prevailing attitudes to immigration, why certain social groups are fascinated with celebrity, why young people seem to be less interested in politics today and whether it is really the case that we are becoming a more affluent and individualised society.

Your Journalism and Media modules will introduce many of the key themes, concepts, frameworks and skills necessary to begin your critical analysis of the media, your study of journalism and your understanding of mass communications.

They will compare scholarly and professional approaches to understanding the evolving nature of news in light of recent trends and developments and you will learn how to use historical and analytical approaches to think critically about contemporary media culture.

**Distinctive features**

- Sociology is an excellent subject to pair with journalism because of its close attention to cultural concerns and its ability to contextualise and inform our understanding of the important role of the media in society.
- The opportunity for you to learn in Schools ranked 2nd in the UK for research quality in journalism, 3rd in sociology and 5th in education in the 2014 Research Excellent Framework (REF).
- The involvement of research-active staff in teaching.
- The emphasis on independent learning in a research-led environment.
Welsh and Journalism (BA)

For the first time, students will have the opportunity to study a Joint Honours degree in Welsh and Journalism.

Distinctive features

• The opportunity to follow a degree course that develops skills relevant to both the academic world and the workplace.
• A core module which focuses on employability skills and which offers a period of work experience.
• A range of core and optional modules in Welsh language, literature and culture as well as the opportunity to specialise in areas of personal and career interest.
• You will have access to Erasmus and Study Abroad schemes.
• Careers weeks and workshops organised regularly to ensure your readiness for the ‘world of work’.

The overall aim of Journalism is to equip students to become well informed citizens in a media saturated society and begins from the assumption that to understand modern society, we need to understand the central role played by media and cultural industries.

While you will be able to take some practical modules, the emphasis of the degree is academic and analytical.

NOTE: This joint degree course is usually available only to those who have studied Welsh as a first language. Applicants to this degree will normally have studied some post-16 qualifications through the medium of Welsh. If you have not done this but feel your Welsh is of an equivalent standard, email: cymraeg@cardiff.ac.uk

Drwy gyfuno’r Gymraeg a Newyddiaiduraeth, byddwch yn ennill cyfoeth o wybodaeth a sgiliau trosgyflywyddadwy, gan agor drysau i amrywiaeth o lwybrau gyfra.

By combining Welsh and Journalism, you will gain a wealth of transferable skills and knowledge, opening the doors to a variety of career paths.

You may find studying a Joint Honours degree both stimulating and rewarding as you observe similarities and differences between the two subjects.

The Welsh course is relevant to contemporary Wales and delivered by a School noted for its research quality and impact. The course aims to produce graduates with a thorough academic and practical understanding of the Welsh language, its literature and culture, a high level of skill in written and spoken Welsh and well-developed employability and creative skills relevant to modern Wales.

It offers core and optional modules to give you a grounding in language and literature as well as the opportunity to specialise in areas of personal or career interest.

NOTE: This joint degree course is usually available only to those who have studied Welsh as a first language. Applicants to this degree will normally have studied some post-16 qualifications through the medium of Welsh. If you have not done this but feel your Welsh is of an equivalent standard, email: cymraeg@cardiff.ac.uk

Nodweddiwn nodedig

• Mae nod weddion nodedig y cwrs yn cynnwys:
  • y c yfle i ddilyn cwrs gradd sy’n datblygu sgiliau sy’n orlawn o gyfryngau. Mae’n dechrau gyda’r rhagdybiaeth fod angen i ni i ddeall y rôl ganolog a chwaraeir gan y cyfryngau a’r diwydiannau diwylliant rhwng yr Gymru a’i diwylliant.
  • A range of core and optional modules in Welsh language, literature and culture as well as the opportunity to specialise in areas of personal and career interest.
  • You will have access to Erasmus and Study Abroad schemes.
  • Careers weeks and workshops organised regularly to ensure your readiness for the ‘world of work’.

SYLWER: Nid yw'r cwrs hwn ar gael i fyfyrwyr Cymraeg ail iaith. Bydd ymgeiswyr i'r radd hon fel arfer wedi astudio rhai cymwysterau ôl-16 drwy gwasgau, gan y sgiliau oedd yr unigolion a ddaeth yr iaith Gymraeg. Os nad ydych wedi dod i fynhonnau disgybliaeth a chynhyrchu cyfryngau o'r Gymru, byddwch yn gallu cymryd rhai modiwlau ymamorol, ond mae pwyslais y radd yn academaidd a dadansoddol.

NOTE: This joint degree course is usually available only to those who have studied Welsh as a first language. Applicants to this degree will normally have studied some post-16 qualifications through the medium of Welsh. If you have not done this but feel your Welsh is of an equivalent standard, email: cymraeg@cardiff.ac.uk
We have an excellent reputation for the successful placement of our graduates in careers across multiple sectors: in 2015/16, 88% of our graduates reported that they were in employment or further studies within six months of graduation.

In fact, our graduates have an excellent track record of finding a good quality first job.

With our undergraduate programmes, you will have the opportunity to develop academic, professional and digital literacies that are invaluable in the workplace. You will:

- undertake group projects and presentations
- gain an understanding of policy and the law
- be creative in planning for research assignments
- attend away days and career days that allow opportunities for personal development.

On a practical level, you will produce portfolios, practise journalistic writing skills across a number of platforms, pitch ideas for new editorial products and businesses, and use a variety of software to produce graphic outputs, blogs, and social media campaigns.

Over the course of your study you will have the chance to meet industry experts and high profile guest speakers, and will be taught by an interdisciplinary team of world-renowned scholars in the field of journalism, media and communications.

On a practical level, you will produce portfolios, practise journalistic writing skills across a number of platforms, pitch ideas for new editorial products and businesses, and use a variety of software to produce graphic outputs, blogs, and social media campaigns.

Over the course of your study you will have the chance to meet industry experts and high profile guest speakers, and will be taught by an interdisciplinary team of world-renowned scholars in the field of journalism, media and communications.

Survey year | Percentage of graduates in employment or further studies within six months
---|---
2014/2015 | 88%
2013/2014 | 96%
2012/2013 | 92%
2011/2012 | 88%
2010/2011 | 89%

Careers and Employability Service
Our Careers and Employability Service is open to students, postgraduate students & graduates up to two years after graduation. To help you get the most out of your degree and your future, the service offers help with career choice; understanding the wide range of options open to you; getting the skills to achieve your goals; plus guidance on getting a job.

Services offered include:

- employability masterclasses
- CVs, covering letters, applications and lots more
- one-to-one advice sessions with qualified careers advisers
- careers information
- the Cardiff Award employability scheme
- work experience schemes and advice
- enterprise skills
- careers fairs and employer-led events to enable networking with top graduate employers.

www.cardiff.ac.uk/careers
Lydia Anne de Blangy and Guto Rhys Huws, who both obtained their Bachelor of Arts (Journalism, Media and Cultural Studies) in 2017, explain why they chose Cardiff and what they learnt as a result of their studies.

What was it about your course you enjoyed most?

**Lydia:** The BA courses are a mix between academic theory and activities that allowed me to form an understanding of what my working life after university would be like.

**Guto:** Through studying journalism, media and culture I was able to look closely at factors that are essential in making us understand how the world works, and I don’t think there could be a more relevant university course in the world we live in right now.

Briefly describe a new practical or digital skill you have learned

**Lydia:** Throughout my time in Cardiff, I have written a number of blogs and presentations for assignments. Blogging revealed a new skill that I didn’t realise I had and it opened up a world of digital opportunities.

**Guto:** Whilst studying here I have learned valuable research skills, which have enabled me to critically pick valuable information. I have become more aware of societal issues and it has opened my eyes to new ways of thinking about the world.

Why did you choose to study at Cardiff University?

**Guto:** The University is amongst the best in the world, and my course was ranked as one of the best in Europe. The city also has a unique character, with a lot of things going on in the arts, in sport, and also in the media environment.

Why would you recommend the School to applicants?

**Lydia:** The School is incredibly supportive and sociable and everyone is keen to help where they can. Without the lecturers and staff here I wouldn’t have been able to achieve half of what I have at University.

**Guto:** Studying here has given me an opportunity to think about new ideas regarding culture, identity, the influence of the media, the role of journalists, comedy, TV, sport, music and ultimately how all these factors intertwine.

What do you plan to do next?

**Lydia:** After University I plan to get a job as a Production Manager for TV or film. Additionally, due to my role as Social Secretary for the Journalism Society, I have found a new love for Events Management.

**Guto:** My plan is to return and gain a master’s degree here in the School of Journalism, Media and Cultural Studies.

I don't think there could be a more relevant university course in the world we live in right now.

Guto Rhys Huws
Applications
To be considered for entry onto any of the undergraduate courses offered in the School of Journalism, Media and Cultural Studies you should apply through UCAS:
UCAS, Rosehill, New Barn Lane, Cheltenham, Glos, GL52 3LZ, UK
Web: www.ucas.com

Entry Requirements
We'd like to emphasise that our Undergraduate degrees are academic and not vocational or practice-centred degrees. Entry requirements are typically grades ABB at A-level and a minimum of grade B in GCSE English. We also accept the Welsh Bacc.

Humanities and Social Science A-levels are good preparation for the degree, but Arts and Science students can also benefit from it, as can students with an interest in Information Technology.

Not everyone, however, comes to university straight from school at the age of 18 or 19. Some of Cardiff’s undergraduate students return to education after, or, even, during raising families, during a career break, or as part of a switch of career. We welcome applications from those students who have much to contribute to it from their previous learning and experience. We consider each application individually, looking at motivation for study and work experience, as well as any formal qualifications.

A number of overseas students are also accepted annually. Candidates whose first language is not English will normally be expected to obtain a minimum IELTS score of 7.5 or similar evidence of English language proficiency. From the Welsh Bacc we ask for a pass of the advanced diploma core, along with BB from two A-levels.

Notes for Welsh Language Applicants
The University recognises that if you are a Welsh speaker you may feel more comfortable speaking to a Welsh speaking personal tutor.

Am y tro cyntaf fe fydd yr Ysgol Newyddiaeth, y Ysgol Nofio ac Astudiaethau Diwylliantol yn cynnig darpariaeth trwy gyfrwng y Gymraeg i is-raddeadigion. Rydym wrthi ar hyn o bryd yn datblygu modiwlau fydd yn rhan o’r cwrw BA. Fe fydd y ddarpariaeth yn apelgar i fyfrywr ac i ddarpar gyflogwyr gan adeiladu ar arebniweddi unigryw yr Ysgol a’i safie blaenllaw o ran ymchwil ac addysg. Yng Nghymru, mae’r diwydiant creadigol yn sector bwysig iawn a’r galw i gael gweithwyr gyda’r sgiliau priodol cyfredol a’r gallu i wneud hynny drwy’r Gymraeg yn holl bwysig.

Mae gennym gyssylltiadau agos ag ymchwil i’r dwyfodau a gyfeiriau ar gyfer y dilweddol profiad helaeith yn y maes. Rydym yn awyddus iawn i gyfeiriau i am gynllunio arbenigedd yr Ysgol a'i saethu a'i dwyfodiad ar gyfer y defnyddio ymchwil gyfraith i’r Gymraeg.

If you wish, you can submit your assessed work and take your examinations through the medium of Welsh, regardless of the language of tuition.

Note: Students are notified that the modules advertised or referred to in this brochure are liable to be changed or withdrawn both before and after selection, for any reason including those set out below. Cardiff University accepts no responsibility for any such changes or withdrawals of modules and student select modules at their own risk. Reasons which may cause the change or withdrawal of modules include the loss of any key member of staff or insufficient take-up of modules by students; this list is not exhaustive.
Equal Opportunities
The University conducts its student recruitment, selection, and assessment procedures on an equal opportunities basis. It is committed to ensuring that all applicants, students and employees are treated equally, regardless of their age, colour, race, ethnic or national origins, sex, sexual orientation, marital status, family responsibilities, physical or sensory disabilities, or their political or religious beliefs. We are committed to providing an accessible environment for all applicants, students and visitors. Please contact share-support@cardiff.ac.uk to discuss any specific requirements you may have, in order that appropriate arrangements can be made.

Open Days and interviews
The University runs Open Days throughout the year giving anyone considering applying to Cardiff the chance to find out more about life at university and see what we offer.

If you apply and are offered a place, you will be invited to meet us at our specially-devised School Open Days. When making that important decision, we strongly encourage you to join us. Not only will you have the opportunity to hear more about our degrees, you will also meet staff, have the chance to talk to current students and to get the feel for our cosmopolitan capital city.

Some applicants are also invited to attend an interview.

Applicants with Disabilities/ Specific Needs
All offers to study at Cardiff University are made solely on the basis of academic merit. Where applicants have specific requirements that relate to a disability or medical condition, they are encouraged to discuss these with relevant staff in order that appropriate arrangements can be made to ensure the University provides an accessible environment. Specifically, applicants are invited to contact the Disability Adviser who can provide information about the applications procedure, course delivery and access to the physical environment. Where appropriate, informal visits can be arranged in which applicants can view accommodation and meet academic staff. The Disability Adviser can be contacted at:

Student Support Centre
50 Park Place, Cardiff CF10 3AT
Tel/Minicom: +44 (0)29 2087 4844
Email: studentsupport@cardiff.ac.uk

Tuition Fees and Financial Assistance
The University charges an annual fee which covers all tuition fees, registration and examinations other than the re-taking of examinations by applicants not currently registered. Please note charges for accommodation in University Residences are additional.

Tuition Fees
Please see the following website for more information: www.cardiff.ac.uk/fees

Scholarships and Bursaries
For more information please visit the following website: www.cardiff.ac.uk/scholarships

Useful websites for information about tuition fees and financial assistance:
Cardiff University website: www.cardiff.ac.uk/fees
Student Support Centre website: www.cardiff.ac.uk/financialsupport/index.html
DfES Student Support web pages: www.dfes.gov.uk/studentsupport/
Welsh Assembly Student Finance web pages: www.studentfinancewales.co.uk
Student Finance England: www.studentfinanceengland.co.uk
Student Loans Company: www.slc.co.uk

Contacts
For general admissions queries about all our programmes, including details of Open Days, please contact:
Tel: 029 2087 4455
Email: enquiry@cardiff.ac.uk
How to find the School
At its current location, the School of Journalism, Media and Culture is located in the Bute Building which sits at the heart of the Cathays Park Campus, a short walk from the city centre. The School is close to Cathays railway station and is easily accessible from many of the University’s halls of residence.

Terms and Conditions
Every effort has been made to ensure that the information contained within this brochure is correct at the time of going to press. However, the University does not accept any liability for any errors that it may contain, or for any subsequent changes to the University or Government policy that may affect the information given. Cardiff University expressly excludes any representations or warranties (whether expressed or implied) and all liability including direct, indirect, special, incidental or consequential damages arising out of the use of the information on these pages, to the fullest extent possible under law.

JOMEC/1017/3000
To find out more about the School of Journalism, Media and Cultural Studies please visit our website: [www.cardiff.ac.uk/journalism-media-cultural-studies](http://www.cardiff.ac.uk/journalism-media-cultural-studies)

**INSIDERS**

**meet our students**

Got questions about student life? Get them answered at: [www.cardiff.ac.uk/insiders](http://www.cardiff.ac.uk/insiders)

Some of our current students are sharing their experiences online through their Facebook pages, so if you want to know what life as a student at Cardiff is really like, then you can find out now. There is also lots of information about what is happening in Cardiff, including articles written by our students, videos, and much more.

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**Enquiries**

Tel: **029 2087 4455**  
Email: enquiry@cardiff.ac.uk

School of Journalism, Media and Cultural Studies  
Cardiff University  
Bute Building  
King Edward VII Avenue  
Cardiff CF10 3EU

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