



CARDIFF
UNIVERSITY

PRIFYSGOL
CAERDYDD

School of

Journalism, Media and Culture

Undergraduate
degree programmes

cardiff.ac.uk/journalism-media-and-culture



Top 5
in the UK for
Communication
and Media Studies.

Source: The Complete University
Guide 2027

Top 40
in the world for
Communication
and Media
Studies.

Source: QS World University
Rankings by Subject 2026



Cardiff is home to some of Wales's biggest media organisations.

Make it your home too.

We're proud to be a Welsh university in the capital city of Wales, and choosing to study with us will mean you'll experience what it's like to study right in the heart of Cardiff. Our custom-designed building is right next to BBC Cymru/Wales and is within walking distance of many TV, film, advertising, and public relations businesses so there are plenty of options for getting placements and work experience with newspapers, magazines, online media platforms and broadcast news.

What's more, you'll also have the opportunity to get involved with student media through Cardiff Student Media. Based in the Students' Union, Cardiff Student Media is award-winning and highly respected – with

a fortnightly newspaper, a daily radio station, a lifestyle magazine, and a TV station producing media by and for students.

As well as a fantastic location, studying with us will see you join our diverse community with staff and students from around the world, something which we're very proud of. Our staff include some of the world's leading writers, researchers and thinkers on a range of important topics that will feed directly into your lectures. They work alongside professional colleagues who enjoyed outstanding careers in journalism, the cultural and creative industries and public relations, so you really will be learning from the best.

“ There's no better place you can be for media and journalism.

You've got BBC Cymru/Wales next door and Media Wales opposite. It's just such a vibrant and exciting city to be in to study journalism and media.”

Ella, Media, Journalism and Culture (BA)



Kickstart

your career with our degrees

All our undergraduate programmes are primarily academic, theoretical programmes.

They teach you about journalism, media and the cultural industries more than training you how to be a journalist, TV producer or film maker. Though there are practical elements in some courses that help you understand how the media industry works in real-world contexts - from industry insights to guest speakers and engagement with contemporary media practices.

This is a conscious decision on our part. We have excellent links with the media industries and, in the main, they tell us they want graduates with high-quality academic backgrounds, problem solvers, independent researchers, team players and critical thinkers. But don't worry, because you'll also have lots of opportunities

to gain practical media and communication skills throughout your time at Cardiff.

Our degrees will see you study the many aspects of journalism, media, culture, and communications with modules that cover topics in media, politics and digital communication. You can also study other subject areas by choosing one of our joint honours degrees.

We focus on educating you about theoretical and academic perspectives but also promoting the development of critical thinking and compelling writing techniques through lectures, seminars and personal tutoring sessions, making sure you'll have all the skills you'll need to start your future career.

Clywch! Clywch!

Did you know we offer the opportunity to study at least 40 credits a year through the medium of Welsh?

At undergraduate level we have a range of exciting and contemporary modules developed in partnership with the industry in Wales.

You also have the right to submit coursework and sit your exams through the medium of Welsh across our undergraduate programmes, regardless of the language of module delivery.



“With journalism, we get to write a range of essays, from academic essays to writing press releases and news articles and we also get extracurricular activities so that we're able to enhance our practical skills as well.”

Elen, Welsh and Journalism (BA)



“As Welsh is my first language, I was eager and keen to keep studying through the medium of Welsh and the Welsh provision here is unbeatable, with great Welsh lectures and a choice of different modules in order to continue my study through the medium of Welsh.”

Siôn, Welsh and Journalism (BA)



Visit our undergraduate course page to find out more.



Journalism and Communications (BA)

UCAS code: **ON3D**

Explore how journalism and communications operate in a global, digital, and increasingly data-driven media environment. We'll focus on key questions about trust, power, fairness, and accountability, examining the relationship between journalism, democracy, politics, and public life. You'll consider how news and communications shape public understanding of major issues. In a time of political, economic, and technological change, it's never been more important to understand the factors and forces shaping our news media.

Media and Communications (BA)

UCAS code: **3M7D**

From binge-worthy box sets to viral TikTok trends, media is everywhere. Media platforms, their content and their technologies, enable us to communicate with each other on a global level. Media is also a powerful tool for corporations and governments. Develop your understanding of the opportunities - and challenges - that media like film, television, social media and music offer and become an expert in the content, technologies and trends that are shaping our world.

Media, Journalism and Culture (BA)

UCAS code: **R5V2**

Examine how media and cultural forms shape society and everyday life, particularly in the context of globalisation, digital platforms, inequality and rapid social change. We'll focus on understanding how media and cultural industries work in practice, how content is created, circulated, and used, and how it influences public debate, identity, and popular culture. You'll explore media, journalism, and culture across a range of platforms and social contexts, engaging with issues such as representation, power, and ethics. You'll learn to think critically, analyse media content, and find innovative solutions to real-world problems.



English Literature, Journalism and Media (BA)

UCAS code: **PQ53**

While the journalism part of the degree examines the media, 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.

Delivered jointly with English literature colleagues, you'll be free to follow a traditional programme of English literature

covering multiple periods and genres or to build a more distinctive mix of modules combining literary study with analysis of other cultural forms.

Journalism, Politics and International Relations (BA)

UCAS code: **J323**

Analyse and reflect on 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 has become more mediated,

and political leaders are now media driven and often 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.

Welsh and Journalism (BA)

UCAS code: **PQ55**

This programme will provide you with a wealth of transferable skills and knowledge, opening doors to a variety of career paths, in journalism and the media or beyond.

You'll graduate with a thorough (academic and practical) understanding of the Welsh language, its literature and culture, a high level of written and oral skill and well-developed

employability and creative skills relevant to modern Wales.



Shaping your career

Some people arrive in Cardiff with a clear vision of their chosen career, or it becomes clearer during their studies. For some, it's after graduation.

Whichever type of person you are, our degrees will provide you with the necessary foundation – and the confidence – to build and shape your career.

You might be looking to pursue a career in journalism. Although our undergraduate degrees do not provide journalism training or a journalistic accreditation, they do equip you with a deep understanding of the journalism and media landscape and there's the option of progressing to one of our master's courses, such as broadcast, magazine, news or computational journalism, to gain your practical training.

The skills you'll develop throughout your degree will also be helpful in communications and public relations roles, where you'll benefit from your ability to

write copy quickly, effectively and for a specific audience. But they're transferable to so many careers, whether in the creative industries or beyond.

Recent graduates can be found in sectors and roles such as:

- **TV production** – producer and researcher
- **advertising** – copywriter and campaign manager
- **public relations** – account manager and writer
- **teaching** – various disciplines
- **journalism** – local reporter and blogger
- **movie production** – writer and producer
- **publishing** – writer and copy editor
- **communications** – press/communications officer

Bespoke employability module

This module is delivered in collaboration with Cardiff University's highly experienced Student Futures team and will provide you with vital insights into the graduate labour market with a particular focus on opportunities for graduates in the fields of journalism, media and culture.



Scan the QR code to find out more about this module.



Student Futures

– careers and employability support

We'll support your professional development and employability skills while you're with us, but you'll also have access to our careers and employability support for up to 3 years after graduation.

To help you get the most out of your degree (and your future) support includes:

- **employability masterclasses** – CVs, covering letters and applications
- **one-to-one advice sessions** with qualified careers advisers
- **the Cardiff Award** employability scheme
- **work experience** internships, volunteering and mentoring
- **careers fairs and employer-led events** to enable networking with top graduate employers



“Joining student media, I’ve had the opportunity to manage my time, have fun and do lots of amazing shoots. I’ve had a great time and would recommend joining student media to anyone.”
Sean, Journalism and Communications (BA)



Applications

We accept a combination of A levels and other qualifications, as well as equivalent international qualifications. You should apply through UCAS: www.ucas.com

Entry requirements

Our typical offer is:

A level - ABB-BBC

Extended/International Project Qualification -

Applicants with grade A in the EPQ/IPQ will typically receive an offer one grade lower than the standard offer. Please note that any subject specific requirements must still be met.

Our grade range covers our standard offer and contextual offer. We carefully consider the circumstances in which you've been studying (your contextual data) upon application.

Full entry requirements across different programmes, and other criteria, can be found on our website.



How to find the School

The School of Journalism, Media and Culture is located in Central Square in Cardiff city centre, just a short walk from Cathays Campus.

Key

-  School of Journalism, Media and Culture
-  University and NHS buildings
-  Student residences

Important Legal Information

The contents of this brochure relate to the Entry 2027 admissions cycle and are correct at the time of going to press in May 2026. However, there is a lengthy period of time between printing this brochure and applications being made to, and processed by us, so please check our website at: **www.cardiff.ac.uk** before making an application in case there are any changes to the course you are interested in or to other facilities and services described here. Where there is a difference between the contents of this brochure and our website, the contents of the website take precedence and represent the basis on which we intend to deliver our services to you.

Your degree:

Students admitted to Cardiff University study for a Cardiff University degree.

This brochure is printed on paper obtained from well managed sources using vegetable-based inks. Both the paper used in the production of this prospectus and the manufacturing process are FSC® certified. The printers are also accredited to ISO14001, the internationally recognised environmental standard.

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Thank you.

Mae'r ddogfen hon hefyd ar gael yn Gymraeg.

This document is also available in Welsh.

Cardiff University is a registered charity, no. 1136855

This prospectus can be made available in alternative formats, including large print (text), Braille and on audio tape/ CD.

To request an alternative format please contact Laura Roberts:

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**To find out more about the
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