School of Journalism, Media and Culture

Undergraduate Degree Programmes

www.cardiff.ac.uk/journalism-media-and-culture
Welcome to Two Central Square

6th best Communications School in Europe.
Source: QS World Rankings by Subject 2019

“Cardiff is brilliant! That’s why I am staying here after I graduate.”
Ben Chappell

3rd best Journalism School in the UK.
Source: The Guardian University League Tables 2019

“An uplifting adventure that has taught me invaluable life skills.”
Taylor Willis
300 seat lecture theatre, six newsrooms, onsite library.

Located next to BBC Wales’ new headquarters.

“Amazing - I would do it again a million times over and I’d never want to leave!”
Sofia Brizio
Choose Cardiff

We offer an outstanding environment in which to learn, think and develop vital personal and professional skills.
You will discover 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.

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 cultural and creative industries and public relations.

We pride ourselves in the quality of our teaching. We study issues such as the impact of social media, the role of corporate communications or why in the era of ‘fake news’ quality journalism matters more than ever.

You will acquire new, practical methods to analyse media information, become an effective researcher using digital skills, learn to write and produce content for a variety of audiences or strategise as an effective media manager.

Find out more about our excellent league table rankings, our talented teaching staff and our internationally recognised research on page 9.

Those of you that enrol with us in September will do so during an exciting new chapter in our history. You will be amongst the first students to call Two Central Square your new home, as we make the most of our custom state-of-the-art building situated in the heart of Cardiff’s media community.

You will 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, pictured
Beginning your career

Our students have an excellent reputation for finding employment after they graduate.
Many of our students arrive in Cardiff with a clear vision of their chosen career in mind.

Others, who are less sure, shape their plans and opportunities as each year with us unfolds and as each module offers up a new arena of exploration. And for some, career choices only begin to take shape after graduation.

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

Some of our graduates utilise their newfound knowledge of current affairs and world politics to pursue a career in journalism. Our undergraduate degrees do not provide journalism training or a journalistic accreditation, so many choose to progress on to our Master’s courses, such as broadcast, magazine, news or computational journalism, to gain their practical training.

Our graduates also find their skills to be helpful in communications and public relations roles, benefiting from their ability to write copy quickly, effectively and for a specific audience. Our graduates often succeed in business due to their ability to structure a coherent written and verbal argument when pitching their business ideas.

In fact, you will gain skills applicable to a range of modern media driven jobs, recent career pathways and roles have included:

- 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

Finding your first job

Our students have an excellent reputation for finding gainful employment after they graduate. Our most recent data* 2016/17, shows that 96% of our graduates reported they were in employment or further studies within six months of graduation.

In your second-year, our ‘Employability: Knowledge, Skills and Experience’ module will help you to gain practical experience, create an effective career plan and compete effectively in the graduate recruitment process.

The module is delivered in collaboration with Cardiff University’s highly experienced Careers and Employability Service 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.

It is designed to foster employability skills that are transferable to a range of professional and graduate careers. It also provides an opportunity for you to gain experience via a work placement sourced and secured by you under the guidance of the module leader.

**Careers and Employability Service**

Did you know our Careers and Employability Service is open to students, postgraduate students and graduates up to two years after graduation?

To help you get the most out of your degree (and your future) the service offers:

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

The Careers and Employability Service also have drop-in appointments available every day with employability advisers.

www.cardiff.ac.uk/careers

---

**Percentage of graduates in employment or further studies within six months**

<table>
<thead>
<tr>
<th>Survey year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016/2017</td>
<td>96%</td>
</tr>
<tr>
<td>2015/2016</td>
<td>93%</td>
</tr>
<tr>
<td>2014/2015</td>
<td>88%</td>
</tr>
<tr>
<td>2013/2014</td>
<td>96%</td>
</tr>
<tr>
<td>2012/2013</td>
<td>92%</td>
</tr>
<tr>
<td>2011/2012</td>
<td>88%</td>
</tr>
</tbody>
</table>

---

* Graduate destinations statistics are based on HESA
Why study the media?

Not studying the media would be a negation of the duty of any university – think about its importance to our lives.
Why study the media?

There is no question that we live in a media saturated society. When we account for all that is around us, including television, the internet, mobile phones, and advertising in general, we are exposed to more mass media messages in one day than we were in one month just a generation ago.

The media is central to our lives. For most of us, it is our main source of information about the world we live in. It’s not so much that the media tells us what to think, it’s that the media tells us what to think about. We cannot understand how politics works, for example, if we don’t study the media. We need to subject the David Beckham phenomena, or The Simpsons, or Harry Potter to rigorous scrutiny. Not to blithely say how great or poor they are without critical examination, but to analyse and investigate their impact on society, on culture, on individuals, and on behavioural patterns. Popular culture in this sense is studied so it can tell us about ourselves and the times we live in.

One of the subjects I teach is advertising and the consumer society. Here, students are not taught how to construct advertisements, they are taught about the effect of ubiquitous advertising on society and culture. The principal reason for commercial advertising is to get us to buy and to buy ever more; to replace what we have rather than repair what we have. We can see that advertising’s collective power and our collective response to it has had, and continues to have, a profound and adverse effect upon our personal lives and upon the planet we share. It’s now plain to see that we are reaping the effects of our throwaway culture.

I read some years ago that in theory, a university degree should, irrespective of the subject, “hone a person’s critical analysis skills while teaching them the value of acquiring expert knowledge in a particular area.”

With this in mind, and in terms of your career prospects, it is a very good time to be a media graduate. A journalism degree, 20 or 30 years ago may have led you into the conventional spheres of broadcasting and newspapers. Now, in the digital and social media age, all major (and many not so major) companies have PR departments, communication strategies and digital marketing teams which means that the skills honed and developed while studying our courses are very much in demand across a range of sectors and industries.

We hope our graduates have attained the ability to research, write and critique according to highest academic standards, that they have the skills to work both independently and in groups and that they recognise the importance of intellectual objectivity, preparation and meeting deadlines.

Most importantly, we hope they leave us as citizens better prepared for a life in a media dominated world. These are the added values of a degree, beyond the classification, that a student takes into the world of work.

Dr John Jewell
Undergraduate Director

Don’t just take our word for it...

My degree gave 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.

Guto Rhys Huws
BA Graduate

www.cardiff.ac.uk/journalism-media-and-culture
Studying with us

Your studies will ensure you have a strong academic and research-based foundation for your chosen career pathway.
Our international reputation was recently highlighted by the prestigious QS World Rankings by Subject, which ranked the School as Europe’s sixth best for Communications and Media Studies and 25th globally, placing us amongst the very best institutions world-wide.

Undergraduate applicants can choose from three single and four joint honours degrees that draw on our academic experience, research impact, excellent teaching satisfaction ratings and track record of providing essential career skills.

We place great focus on educating students about theoretical and academic perspectives, and we also promote the development of critical thinking and persuasive writing techniques through lectures, seminars and personal tutoring sessions.

The quality of our environment is suitably reflected in the Guardian’s University League Table, which has since 2015 placed us in its top five Schools for Journalism and Public Relations in the UK.

Teaching quality and reputation

Embarking on your undergraduate studies with us will ensure that you have a strong academic and research-based foundation in your chosen subject areas.

Our teaching staff lead a diverse range of modules that cover socially relevant topics in media, politics and digital communication. There is also an option to explore modules from other schools through our joint honours degree programmes.

In the 2018 National Student Survey we achieved an overall student satisfaction rating of 88%. Our students reported they thought staff were good at explaining things (91%), feedback on their work was timely (88%) and crucially, they were able to contact staff when needed (88%).

We increasingly include opportunities for students to test the waters of industry practice through various partnership programmes with organisational bodies, but please note, our undergraduate programmes are grounded in theory and do not provide vocational training.

Research quality

Research quality is measured in the UK by the Government’s Research Excellence Framework. In the last assessment exercise we were ranked second 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.

Our research is carried out by specialised centres and groups who explore a range of topics within our research themes. They contribute to a lively research environment through research seminars and talks, conferences and new awards.

Our centres of research are:

• Digital Media and Society
• Journalism and Democracy
• Media, Culture and Creativity
• Communication and Human Security
• Science, Health and the Media

Pastoral care

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.
Location and facilities

In September 2018 the School moved into a new purpose-built home in the centre of Cardiff’s all-new Central Square development.

Our location in the heart of the city has created a renewed and invigorated sense of the School’s place at the heart of Cardiff’s cultural and media industries.

**Excellent transportation links**
We are now just a minute’s walk from Cardiff’s main train station, Cardiff Central, providing excellent transportation links on our doorstep. Cardiff’s new bus station is also being built at Central Square in the form of the ‘Interchange’, which will ensure students have immediate access to Cardiff’s full transportation network. The Interchange is scheduled to open in 2020.

Growing media community
Within two minutes’ walk of the School are national media organisations and sports venues such as Media Wales, BBC Cymru/Wales and the Principality Stadium, placing you at the centre of a vibrant and growing media community.

**Teaching and library facilities**
Lecture and seminar rooms are equipped with the latest audio/visual technology and all rooms benefit from floor to ceiling windows ensuring a light and comfortable learning experience.

The new building contains a fully-equipped library with dedicated support and subject librarian to help with all your study and research needs.

**Minimising our environmental impact**
Two Central Square has been designed to meet the latest environmental standards including the BREEAM (Building Research Establishment Environmental Assessment Methodology) and its sustainability strategy includes the management of energy, carbon and water.
Enhancing your experience

You will have the option to immerse yourself in a new culture and experience living in a different country if you undertake one of our Global Opportunities.

**Spend time abroad**

Studying, working or volunteering abroad is a fantastic opportunity to make new friends, embrace a new language and enhance your career prospects.

Students who spend time abroad are 19% more likely to get a first in their degree, 10% more likely to be in a graduate job and earning on average 7% more than their peers who hadn’t spent time abroad.*

Going abroad will enhance your CV by demonstrating key skills such as communication, adaptability, flexibility and collaborative working, and will provide you with valuable networking opportunities.

Only 6.6% of UK undergraduate students study, work or volunteer during their degree*, so it’s a great way to do something that little bit different, and help your CV stand out from the crowd.

**Research in an academic environment**

The Cardiff Undergraduate Research Opportunities Programme (CUROP) is one of the University’s flagship internal student placement schemes.

Placements give you an opportunity to apply for paid work experience during the summer recess for up to eight weeks, by supporting research projects within an academic school.

You will have supervision from academic and professional services colleagues. These placements provide unique opportunities for you to sample live research projects, enhance your academic skills and make a more informed decision on furthering your research at postgraduate level.

**Benefits of CUROP**

- enhance your CV with demonstrable experience
- produce outputs which can be shared with potential employers
- build your confidence by working with others
- develop valuable employability skills (team working, prioritisation and managing workloads, working independently as required)

Our degree programmes

There are opportunities to speak to industry professionals throughout your degree, and the working relationship between lecturers and students is first-class. Lauren Reeves, Third-year BA Media, Journalism and Culture
Media, Journalism and Culture **BA**

UCAS Code: **R5V2**

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.

During your studies you will have an opportunity to study a range of diverse themes including ‘media communications’, ‘war, politics and propaganda’, ‘advertising and a consumer society’, ‘popular music and culture’ and ‘public relations communications’.

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.

**Distinctive features**

- We are the fourth best Communication and Media Studies School in the UK (QS World Ranking by Subject)
- A range of diverse media study themes
- Access to Global Opportunities schemes and paid research work

**Don’t just take our word for it...**

I felt valued and appreciated academically, and support was always available when I needed it.

Sofia Brizio, pictured above, Third-year BA Media, Journalism and Culture

[www.cardiff.ac.uk/journalism-media-and-culture](http://www.cardiff.ac.uk/journalism-media-and-culture)
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.

During your studies you will have an opportunity to study a range of diverse themes including ‘history of mass communication’, ‘media fandom’, ‘digital culture’, ‘media communications’ and ‘popular music and culture’.

Distinctive features
- A focus on media industries and forms other than journalism such as film, television, social and digital platforms, popular music, marketing and PR
- Guest speakers from industry and past students who have undertaken work placements at organisations including BBC Wales’s Drama department
The school is in contact with many different companies offering students work experience as well as long and short-term internships that help you stand out when applying for jobs. Ben Chappell, Third-year BA Media and Communications
On a practical level, you will produce portfolios (including digital portfolios), and practise journalistic writing skills across a number of platforms including online, broadcast, print and magazines.

You will 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.

While Journalism 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.

During your studies you will have an opportunity to study a range of diverse themes including ‘data journalism’, ‘war, politics and propaganda’, ‘photojournalism’, ‘media globalisation’ and ‘public relations communications’.

Distinctive features
- Study in a new purpose-built School in the centre of Cardiff’s all-new Central Square development
- A range of journalism themed module options
- One of the Guardian’s top-rated Schools for Journalism and PR
Leading academics in their fields added a sense of **immediacy** and **expertise** to course content. **Gareth Axenderrie**, Third-year, BA Journalism, Communications and Politics
Journalism, Communications and Politics  **BA**

UCAS Code: **J323**

This degree is delivered in partnership with the School of Law and Politics and addresses how in recent years, institutional politics have become more mediatised, 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 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
- 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 Sociology  **BA**

UCAS Code: **LP35**

This degree is delivered in partnership with the School of Social Sciences and offers an opportunity to explore current debates in sociological concepts and methods, communications and media studies.

Your sociology studies 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.

The degree 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.

You will also be introduced to 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.

The degree’s modules 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)
Journalism, Media and English Literature BA
UCAS Code: PQ53

This degree is delivered in partnership with the School of English, Communication and Philosophy and provides you with the opportunity of specialising in two university honours subjects.

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.

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, plus a valuable range of intellectual and transferable skills for students who wish to enter other professions.

Welsh and Journalism BA
UCAS Code: PQ55

This degree is delivered in partnership with the School of Welsh. By combining Welsh and Journalism, you will gain a wealth of transferable skills and knowledge, opening doors to a variety of career paths.

The Welsh elements of this course are 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, high level skills 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.

The course’s journalistic elements aim 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.

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: derbyncymraeg@caerdydd.ac.uk
A capital city

Cardiff is a compact city with an enormous character. Nestled between the rugged coastline and breathtaking mountainous scenery of Wales, the country’s capital is a cornucopia of culture, marrying historical delights with cosmopolitan amenities.

Providing an endless array of activities, one stroll through its cobbled streets can see you learn about the rich tapestry of Cardiff’s past at Cardiff Castle before soaking in the atmosphere as the crowds spill from the Principality Stadium after one of the many sporting events it holds year round.

The vibrant and independent culinary scene is the heartbeat of the city. With something to please every palette, you can enjoy fine dining, plant-based treats and exotic cuisines from almost every corner of the globe, without forgetting Welsh Cakes for dessert!

Wales is the land of song, and Cardiff certainly contributes heftily to this legacy. This city is built with music running through its veins, from the oldest record store in the world Spillers Records, which is tucked away in Morgan Arcade, to more contemporary and intimate venues which host some of the world’s most exciting new musical talent.

Though your Cardiff bucket list may be bursting at the seams, be sure to make a little room for our National Museum which is a place of true wonder, while the iconic Wales Millennium Centre in the idyllic setting of Cardiff Bay is simply not to be missed.

Bustling with personality, Cardiff is a city made for students, offering an endless string of entertainment opportunities while remaining inexpensive and easy to navigate.

The modern shopping centres, aesthetic arcades, luscious green parks and thriving nightlife are a huge draw for living in Cardiff, though you’ll always find your way back to our Students’ Union, which is the true home of the student scene in the city.

“With an exhilarating mix of heavyweight cultural sights, exciting regeneration projects – not least the revitalized Cardiff Bay – world-class sport, a prolific music scene and some seriously banging nightlife, it’s easy to see why Cardiff now ranks alongside London and Edinburgh as one of the UK’s most compelling destinations.”

The Complete University Guide, 2017
A leading university

Our students learn from leading researchers in over 300 courses across the University. As Wales’ only Russell Group institution, we have gained an international reputation for excellence in teaching and research, which is built from our history of achievement since 1883.

Cardiff University becomes home for approximately 5,500 new undergraduate students every year. While competition for places is strong, we pride ourselves on being an inclusive university, welcoming applications from everyone who wishes to study with us. We are a global university with over 7,500 international students from more than 100 countries and open our doors to all applications, irrespective of background.

Facilities and development
Committed to investing in our services, Cardiff University is home to new and well-equipped laboratories, lecture theatres, libraries and computing facilities to name a few, with more exciting developments continuously underway. We take our environmental, safety and security responsibilities seriously, embracing our comprehensive Energy, Water and Waste Policy, which is already making great savings in energy consumption and helping us to do our bit to tackle climate change.

Global Opportunities
We are partnered with over 200 leading institutions across the world, and our Global Opportunities team will help you to gain valuable international experience, through study, work or volunteering.

Supporting you
Our student support and wellbeing centres deliver a substantial range of services available to all students that are free, impartial, non-judgemental and confidential, aimed to help you make the most of student life and support you during your study. We are also rated as one of the best universities for supporting LGBT+ students and are proud to be ranked highly in the Stonewall Workplace Equality Index.

Virtual campus tour
Discover more about the University and the city of Cardiff through our interactive online tour at:
virtualtour.cardiff.ac.uk

“Cardiff University is highly rated on a local and global scale.”
The Telegraph, 2018
Living in Cardiff

Cardiff is the perfect place to be a student. It mirrors the hive of activity a big city offers, but in an intimate and compact setting with endless character. Drink in the atmosphere, soak up the culture and get stuck into the host of activities available in our city; your new home.

A guarantee of accommodation
If you accept your offer of a place at Cardiff on a firm basis, you are guaranteed a single occupancy place in University accommodation during your first year, living with other first year undergraduate students. The residential dates for your particular accommodation will be confirmed in your Offer of Residence.

Residence Life
While staying in Cardiff student accommodation, you will have access to the incredible service provided by the Residence Life Team who work tirelessly to enhance your student experience. Working in partnership with Student Support and Wellbeing, the Residences Office and the Students’ Union, Residence Life will welcome you to Cardiff and help you to make a smooth transition into University.

They also help foster a strong sense of community through social events and cultural activities, as well as practical support too.

Students’ Union
Our Students’ Union is at the heart of the Cardiff student experience. It’s a student-led and independent part of the University, dedicated to making your time with us the best it can be.

Built on the foundation of inclusion, diversity, personal development and friendship, the Students’ Union runs a range of activities and services to help enhance your Cardiff University experience. These include advice, training, skills development, entertainment, volunteering opportunities and employment throughout your time at Cardiff and to prepare you for a career after University too.

“Cardiff has one of the biggest, best and most active students’ unions in the UK, with high quality facilities including Y Plas, a 2,150 capacity nightclub; and the Great Hall, a major concert venue.”

Complete University Guide, 2019

Cardiff has one of the biggest, best and most active students’ unions in the UK, with high quality facilities including Y Plas, a 2,150 capacity nightclub; and the Great Hall, a major concert venue.”

Find out more . . .

Accommodation
For further information please visit our website: www.cardiff.ac.uk/residences
You can also watch our residences film online at: www.youtube.com/watch?v=hxzX-dYLFB8

Students’ Union
facebook.com/cardiffstudents
snapchat.com/add/cardiffstudents
instagram.com/cardiffstudents
@cardiffstudents

www.youtube.com/cardiffstudents
Applications

To be considered for entry onto any of the undergraduate courses offered in the School of Journalism, Media and Culture you should apply through UCAS:

UCAS, Rosehill, New Barn Lane, Cheltenham, Glos, GL52 3LZ, UK
www.ucas.com

Entry requirements

We’d like to emphasise that our undergraduate degrees are academic and not vocational or practice-centred degrees.

These typical requirements are for guidance. Please check our website for latest information.

Single Honours:

ABB: No specific subjects. Please note that General Studies and Critical Thinking will not be accepted.
You will also require GCSE English or Welsh language at grade B or grade 6.

Offers for Joint Honours are normally the same as for Single Honours, except when one subject requires higher grades than the other. Please see our website for full details.

WBA: The Welsh Baccalaureate Advanced Skills Challenge Certificate will be accepted in lieu of one A-level (at the grades listed above), excluding any specified subjects.

IB: 33 points (including 6 points in English) or 665 at Higher Level.

Other: Applications from those offering alternative equivalent/overseas qualifications are welcome, as are those who may have other relevant work/life experience.

International students should have achieved an overall IELTS score of 7 (with a sub-score of 6.5 in writing and 6 in all other sub scores) or similar evidence of strong English language proficiency.

Equality and diversity

We are committed to supporting, developing and promoting equality and diversity in all our practices and activities.

We aim to establish an inclusive culture free from discrimination and based upon the values of dignity, courtesy and respect. We recognise the right of every person to be treated in accordance with these values.

We are committed to advancing equality on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion and belief (including lack of belief), sex and sexual orientation and to fostering good relations between different groups.

For further information, please visit: www.cardiff.ac.uk/public-information/equality-and-diversity
Open Days
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.

Student support
Whether or not you use student support services it’s reassuring to know that they are available to you should you need them. Every student is assigned a personal tutor but should you need extra support we have a range of services available to you. Such as:
- Disability and Dyslexia support
  - Email: disability@cardiff.ac.uk
  - Tel: +44 (0)29 2087 4844
  - Email: dyslexia@cardiff.ac.uk
  - Tel: +44(0) 29 2087 4844
- Counselling and Wellbeing Guidance
  Email: wellbeingandcounselling@cardiff.ac.uk
  Tel: +44 (0)29 2087 4966
- International Student Support
  Email: iss@cardiff.ac.uk
  Tel: +44 (0)29 2087 6009
- Student Mentor Scheme
  www.cardiff.ac.uk/study/student-life/student-support

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
How to find the School
The School of Journalism, Media and Culture is located in the heart of Cardiff City Centre. Just a short walk from Cathays Campus, our building sits outside the main entrance to Cardiff Central Railway Station, and has the BBC and Principality Stadium as neighbours.

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 2020 admissions cycle and are correct at the time of going to press in March 2019. 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.
To find out more about the School of Journalism, Media and Culture please visit our website: www.cardiff.ac.uk/journalism-media-and-culture

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

School of Journalism, Media and Culture
Cardiff University
Two Central Square
Cardiff CF10 1FS

Stay in touch
CardiffJomec
@CardiffJomec
@cardiffuniug

Student life
Got questions about student life?
Get them answered at:
www.cardiff.ac.uk/studentbloggers

Want to know more about life at Cardiff University? Our student bloggers are recording their experiences and are happy to answer your questions.
Our student bloggers are real students studying on a range of courses. They are here to answer any questions you have about life at Cardiff University. What’s a typical day like? What clubs and societies are there? Is Cardiff’s music scene any good? It can be almost anything.