

# School of Journalism, Media and Culture

**Undergraduate**  
Degree Programmes 2025



CARDIFF  
UNIVERSITY

PRIFYSGOL  
CAERDYDD

# Welcome

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**2nd** in the UK for the quality of our communication, cultural and media studies research.

Research Excellence Framework 2021

A **Top 10** university for communication and media studies.

Source: The Complete University Guide 2025

# Choose Cardiff

The fact that you're reading these words means that a leap into university life may soon lie ahead for you, or someone that means a lot to you.

Whether you call it a leap, a step, or a transition, it's a big change and one that we understand. Settling into university life takes time and patience.

But time and again at the end of the final year, we hear graduates say just how much they have loved and cherished every step.

So, this year some of the testimonial comments from our students past and present are all about how they settled into life in university, how they joined clubs and societies, pushed themselves out of their comfort zones, made (lots) of new friends and, in doing so, laid the foundation for their studies and future success.

## **Leading the way**

Before then, it's good to know our staff include some of the world's leading writers, researchers and thinkers on a wide 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.

## **Pride in people and culture**

We celebrate the diversity of our school with staff and students from around the world. We're also proud to be a Welsh university in the capital city of Wales. Did you know our students have a right to submit coursework and sit exams through the medium of Welsh across all our undergraduate programmes?

## **Your degree, your career**

So please join us to forge an exciting new chapter in our history as we make the most of our custom state-of-the-art building situated in the heart of Cardiff's media community.

I have no doubt that you'll find our culture to be lively and friendly, and the teaching environment supportive and challenging.

As students before you can attest, studying at Cardiff University and within our school is rewarding and enjoyable, and importantly the perfect way to launch your career.

**Dr Matt Walsh**  
Head of School

# About us

Our home is a custom-designed building in Cardiff's media quarter, right next to BBC Cymru Wales, within walking distance of many TV, film, advertising, and public relations businesses, and right next to Cardiff Central train station and the Principality Stadium.



## A critical foundation

The first thing you need to know is that 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.

This is a very 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.

Because of the broad-based academic nature of the degrees, our graduates go on to work in a huge variety of media and communications industries, but also other kinds of jobs, like teaching, research, or setting up their own businesses as entrepreneurs.

## A media rich city

Cardiff has one of the UK's largest concentrations of media organisations outside London and Salford. So, there are plenty of options for getting placements and work experience with newspapers, magazines, online media platforms and broadcast news.

There's also a thriving TV and film production sector, and a range of advertising, branding, PR and marketing agencies in the city and nearby.

And don't forget about Cardiff Student Media (based in the Students' Union) which 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.

## We're happy to talk

Hopefully this brochure has answered some of the questions you may currently be grappling with but if you do have further questions, please don't hesitate to get in touch. We'd love to talk to you.

In the meantime, good luck with your studies in school or college, and good luck making your decisions.

**We hope to see you soon!**



# Research excellence

Research or research-led are terms that you'll hear a lot in universities – but how will this impact you?

In research-intensive universities like Cardiff University, as well as teaching our students, our lecturers are carrying out cutting-edge, world-leading research.

They are editing academic journals and writing the books and articles that students studying media all over the world will be reading. And then they're using that research in the lecture theatre.

This means that if you choose to study with us, you have the advantage of being taught by world experts who literally wrote the book on their subjects. This is what's meant by research-led teaching.

## Research Excellence Framework

Every seven years the Research Excellence Framework (REF) measures not just the quality of a university's research but also how much it changes the world and contributes to society.

The assessment panel explored a broad range of published research, spanning work on journalism and democracy, the implications of developing technologies and creative industry innovation.

The results also mean that the school is Wales' highest placed research centre in any subject area.



**I'm an international student so when I first moved to Cardiff, I found it a little bit difficult however Cardiff University had so many events, especially for international students, which really helped me fit into the culture.**

There's so many events going on around the city that help you feel the spirit of Cardiff and Cardiff University as a whole. The societies that I have been part of brought together students that I wouldn't otherwise have met.

I met students from other courses, other year groups and from lots of different countries."

**Daria,  
Media and Communications (BA)**

## Research clusters

Our research is organised around three over-lapping clusters supporting intellectual synergies, grant bids and impact activities.

- **Journalism and democracy**

Our journalism and democracy cluster researches the swiftly evolving ecology of news across all forms of journalism by investigating emerging platforms, new technologies and changing consumer behaviours.

- **Digital Media and Society**

Our digital media and society research cluster engages with the intersection of new technological and social developments, such as the role of social media, transformations in digital culture, new forms of politics online, and the collection and use of data.

- **Media, culture and creativity**

Our media, culture and creativity cluster represents a new focus of activity for the school and brings together a broad and interconnected range of practices, policies and studies across the media and cultural industries.

Our research clusters have provided the critical mass of expertise to launch several major projects and centres.

These include Clwstwr, an ambitious five-year programme to create new products, services and experiences for screen and the media.cymru programme, led by Cardiff University, which has brought together 24 media production, broadcast, technology, university and local leadership partners to supercharge media innovation. The £50 million programme is helping to make the Cardiff Capital Region a global hub for media innovation and production.



**Find out more about our research.**







# Our degrees

We offer a stimulating intellectual environment committed to maximising your potential with undergraduate degrees that study the many facets of journalism, media, culture and communications.

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

You'll have the opportunity to study diverse 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 degrees.

We focus on not just educating students about theoretical and academic perspectives, but also promoting the development of critical thinking and compelling writing techniques through lectures, seminars and personal tutoring sessions.

Our undergraduate programmes are grounded in theory, but we also offer students lots of opportunities to gain practical media and communication skills taught by world-leading practitioners.

## Clywch! Clywch!

**Did you know we offer students 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.



**It was quite daunting when I arrived here, so I threw myself into a lot of different clubs, which helped me to meet other people, and also third-year students who just helped me feel a lot calmer about the situation and who gave me sense of community and friendship, meeting those people was a very positive experience for me .**

As a joint honours student, we have regular meetings, especially at the beginning of the first year, which help you to link up with other students on the same course as you or similar courses to yours.”

**Emma,  
Journalism, Media and English Literature (BA)**

## **Journalism and Communications (BA)**

UCAS code: ON3D

The aim of this degree is to provide you with an analytical and practical understanding of journalism and communications and their integral role in historical and present-day contexts.

You will gain in-depth understanding of journalism and associated communications sectors like public relations, marketing, and political communication as well as valuable skills for operating in them. We will expect you to produce essays, digital portfolios and different kinds of journalism across a number of platforms.

## **Media and Communications (BA)**

UCAS code: 3M7D

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

This is a degree for those interested in learning about all kinds of non-journalistic media: from TV and film to social media and other creative and cultural industries.

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

UCAS code: R5V2

This degree studies the many facets of journalism, media, culture and communications, and considers - in an era of globalisation and social change - their impact on society, politics and popular culture.

Our broadest based programme is suited to those interested in learning about all kinds of media, and their importance for things like our identities, our society, politics, and the ways we see and understand the world.

## **Journalism, Communications and Politics (BA)**

UCAS code: J323

Delivered jointly with the School of Law and Politics, you'll 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 has become more mediatised, 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.

## **Journalism, Media and English Literature (BA)**

UCAS code: PQ53

Delivered jointly with the School of English, Communication and Philosophy, 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.

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.

## **Welsh and Journalism (BA)**

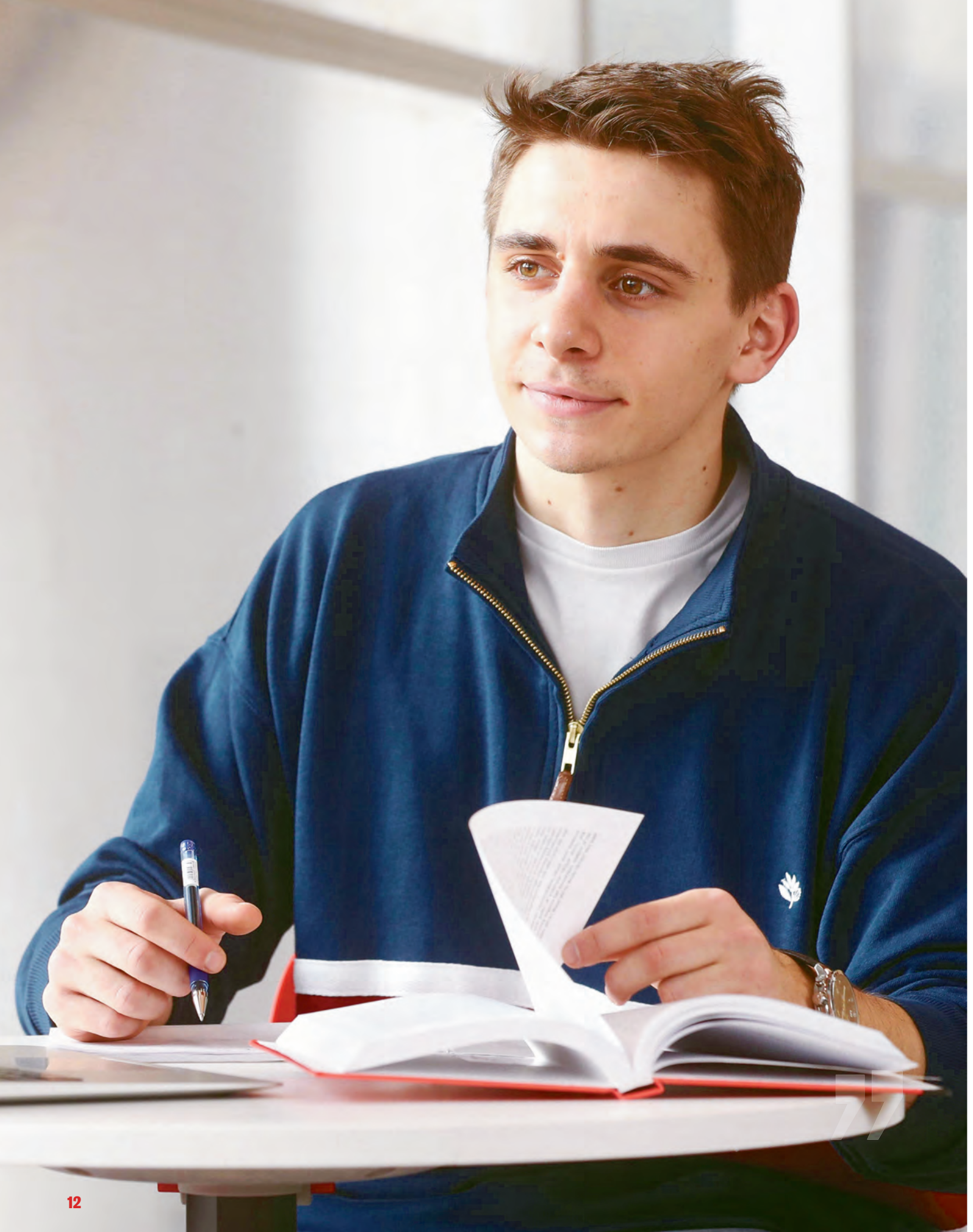
UCAS code: PQ55

Delivered jointly with the School of Welsh, 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.

This course aims to produce graduates 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.



**Visit our course webpages to find out more about our programmes including module information.**



# Shaping your career

Many of our students arrive in Cardiff with a clear vision of their chosen career. Others 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 degrees will provide you with the necessary foundation – and the confidence - to build and shape your career.

Some of our graduates use 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.

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. Likewise, 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'll 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

The 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.

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.

## **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 2 years after graduation. We're committed to helping you achieve your career ambitions.

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 schemes and advice
- careers fairs and employer-led events to enable networking with top graduate employers





**There are a lot of opportunities to make the most of Cardiff and South Wales' outdoors environment with societies and such, so I became a member of the mountaineering society .**

This meant I was able to get to know people in my society first, which gave me a lot of confidence to turn to the person next to me in class and speak to them.

As an international student I really wanted to study abroad because I wanted to work with other people and expose myself to other cultures and experiences."

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

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**As an international student with a different cultural background to the UK, I found the students as well as professors here were very open in adapting and helping me.**

I felt accepted and happy here from the beginning. As somebody joining university and coming from a transition of life, university was a big change. I feel that joining any society or club whether that's sports or academic makes a big difference.

I joined the tennis society and played for the women's first team. Playing tournaments across the UK for the university was a big thing for me, I learned a lot, it gave me a lot more confidence and I made a lot of friends."

**Megha,  
Journalism Media and Sociology (BA 2021)**

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# Entry requirements

We accept a combination of A levels and other qualifications, as well as equivalent international qualifications subject to entry requirements. Typical offers are as follows:

## **A-level: ABB-BBB**

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.

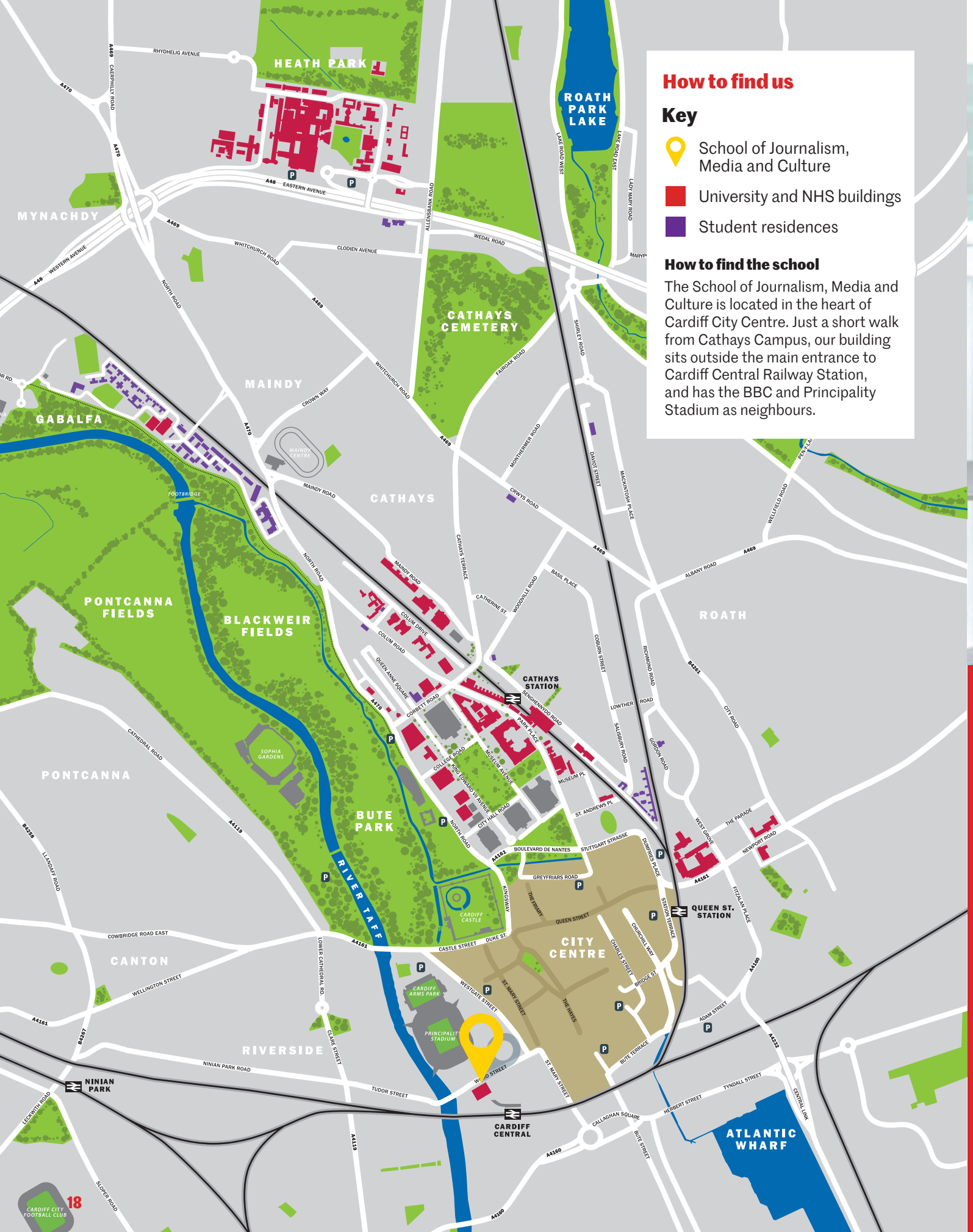
Our grade range covers our standard offer and contextual offer. We carefully consider the circumstances in which you've been studying (your contextual data) upon application.

Eligible students will be given an offer at the lower end of the advertised grade range.

Where there is no grade range advertised and/or where there are selection processes in place (like an interview) you may receive additional points in the selection process or be guaranteed interview/consideration.










### How to find us

#### Key

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

#### 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.



### Important Legal Information

The contents of this brochure relate to the Entry 2025 admissions cycle and are correct at the time of going to press in June 2024. 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](http://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.

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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Email: **[RobertsL9@cardiff.ac.uk](mailto:RobertsL9@cardiff.ac.uk)**

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**To find out more about  
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visit our website:**



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### **Stay in touch**



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