

Communication and Media Studies at Loughborough University London

- Postgraduate campus opened in 2015/16 – 6th cohort of students will begin in October 2020
- One of the fastest growing campuses in the UK
- Situated on Queen Elizabeth Olympic Park in East London, 6 minutes by rail from central London
- Offers a dynamic city experience
- Institute for Media and Creative Industries has around 100 students

HereEast.com

Communication and Media @ Lboro

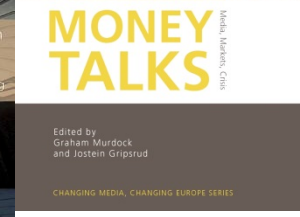
- **1st** in the UK for **Media & Film Studies** - Guardian 2018 League Table
- **2nd** in the UK for **Communications & Media** - the 2017 Sunday Times League Table
- **Top 50** in the World for **Communications & Media Studies**
- QS 2019
- **Our** communications graduates are the **best paid** graduates **in their field** - Department for Education's latest report, the Longitudinal Education Outcomes report
- **90%** of our Research is World-Leading or Internationally Excellent (REF 2014)
- **95%** of Media & Communications graduates in work or further study



Postgraduate Teaching

Research-led teaching by world leading scholars

Media representation, popular culture, political economy, political communication, communication for social change, history of media technologies, transnational perspectives, media and social movements, urban communication



Researching Communications

A Practical Guide to Methods in Media and Cultural Analysis

Second Edition

David Deacon, Michael Pickering, Peter Golding, Graham Murdoch

Institute for Media and Creative Industries

- The media and creative industries have become an increasingly important part of contemporary social and cultural life, and of the modern economy
- Our London campus is located at the heart of a newly emerging 'hub' for digital media, broadcasting, creative arts and cultural innovation
- Programmes in this area will give students a professional understanding of how the media and creative industries work, along with critical insights into the broader economic, social and political issues at stake



Block Teaching

- Each module lasts 3 weeks
- 3 lectures / week
- 30 hours of lectures & tutorials in total
 - Seminars
 - Lectures
 - Guest lectures from companies, organisations, etc
 - tutorials
 - Group work
 - Presentations
 - Academic Writing Support

A sprint, not a marathon



Masters Dissertation

- Each student will devise a research project on a topic of their choice
- Using a range of research methods taught during the course
- Working closely with supervisor, regular supervision meetings and guidance
- Past Dissertation topics have included:
 - Re-thinking the development of China's CCI: Case studies of Creative Industries Clusters in Beijing and Shanghai.
 - The Role of new media in the transmission of Buddhist culture in China amongst college students between 18 to 25 years old.
 - The popularity of the 'Love Reality Show' on Chinese TV – A new lifestyle programme adapted from the latest Korean TV format in the context of transnational flow.
 - A Comparison of UK and Chinese News Coverage of Xi Jinping's UK Visit
 - Fashion Blogging, Gender and Identity on Sina Weibo
 - Consuming Disney in China
 - The Representation of Intellectuals on Chinese TV





Professor Graham Murdock Vasquez



Professor Jo Tacchi



Professor Thomas Tufte



Dr. Patria Roman



Dr. Clelia Clini



Dr. Rohit Dasgupta



Dr. Burce Celik



Dr. Yangling Yang



Dr Ece Algan Noske-Turner



Dr Ana Suzina



Dr. Amalia Sabiescu



Dr. Ian Taylor



Dr. Jessica

Employability and Careers

Our students go into a wide range of media careers in the media

- Editors – Newspapers, Broadcast media
- Journalism
- Advertising, Publishing
- Public relations and Marketing
- Human Resources
- Project planning/Events management
- International Development and Humanitarian organisations

Conversion to PGR and academic careers



Loughborough
University
London

Thank you!

