



**Bournemouth
University**

Politics and Media BA (Hons)

The Media School

This degree aims to transform students into reflective and critical citizens. The course focuses on both the theory and application of politics and integrates economics, historical, philosophical, psychological and sociological arguments to the debate. You will develop a thorough knowledge of the media and communications industries, media history and media theory with a particular focus on the mediation of contemporary politics.

The Media School at Bournemouth University is the only Centre for Excellence in Media Practice (CEMP) and is a recognised Skillset Media Academy. You will also therefore benefit from the high standards of teaching, excellent facilities and engaging guest speakers that accompanies the school's reputation.

Duration:

3 years including a 6 week work placement

UCAS:

LP23

Entry Requirements:

- 300 UCAS points from 3 A-levels or equivalent
- International Baccalaureate requires 31 points 5 points from each of the 3 Higher Level subjects

Preferred subject:

Politics, History, English, Communication and Media Studies

Recommended GCSEs:

Minimum of 5 GCSE's grade A* – C including English and Maths or equivalent qualifications

If English is not your first language:

IELTS (Academic) 6.5 or equivalent

Contact:

askBU Enquiry Service

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Open Days: www.bournemouth.ac.uk/opendays

For more course information

www.bournemouth.ac.uk/courses/BAPMF

Overview

In an increasingly media savvy world it is difficult to study politics without considering the media's impact.

This course recognises the relationship between politics and media in contemporary societies and the media's integral role in the exercise and maintenance of power. This course also explores how the media can present a challenge to political parties, governments and other centres of power that is often difficult, and is sometimes impossible, to manage or control.

You will learn about the global political and economic developments and current affairs; digital communication strategies; the impact of new technologies on local, national and transnational communications and political movements; the psychology of politics; various political ideologies and their influence and new developments in public diplomacy and international relations.

You will also benefit from six weeks work experience with, for example, a national or local government department, political party, NGO, or public affairs department in a major company.

This course will prepare you for a potential career in the media and/or in a range of 'political' organisations and institutions such as local government, the civil service, charities, NGOs, think tanks, public relations consultancies and lobbying groups, whether large, small or 'virtual', profit-oriented or not-for-profit.

Course Content

Year 1- Level C

The History of Political Thought- This unit provides an introduction to key and contested concepts in political theory. This includes: debates on notions of the state, power, civil rights & disobedience, justice, freedom, gender, equality, fairness, toleration and democracy. This unit will relate historical debates and disputed meanings to contemporary political realities.

Comparative Government & Politics- You will be evaluating the usefulness and legitimacy of politics. This will involve consideration of classical comparative techniques such as electoral systems, leadership, development, culture, legislatures, judicial systems, ideology and participation.

Emerging Global Themes- You will gain an understanding of the global economic, political, financial and business contexts within which organisations operate. You will gain an understanding of market economics and the economic forces affecting the private and public sectors. You will also consider the role of communications as an intermediary socialising practice that influences social and group identity in a multicultural society.

Experiencing Politics- You will debate the role of the media in politics, cultivating political ideas and the way in which people influence one another about politics. The unit introduces a wide range of concepts and ideas including identity politics, symbolic representation, cultivation theory, mediatisation, politics and popular culture and participation.

Media, Journalism & Society- The unit introduces you to the role of journalism in society, as well as to the nature, history, structure and social roles of print, broadcast and digital media. It aims to evaluate the significance of cultural, technological and regulatory change on the media industries and assess the challenges and opportunities posed by the changing nature of the public sphere and includes the evaluation of theoretical perspectives.

Communication & Research Skills- You will acquire knowledge of the major perspectives influencing the study of academic and marketing research and engage in the systematic search and research procedures required to investigate topics effectively. You will critically evaluate existing research findings and data sources.

Year 2- Level I

Critical Debates in Contemporary Politics and Media- This unit will focus on challenges to political traditions by considering current debates on such broad concepts as citizenship, engagement, functionality of political institutions, political conflict and global/cosmopolitan societal trends. You will learn how to engage with such debates, how they 'fit' into a fuller understanding of politics and media and how to begin contributing to these debates.

Digital Communication Strategies- You will acquire a detailed, critical understanding of the impact of emerging digital technologies. You will be able to develop a critical understanding of issues raised by current digital and interactive media and apply marketing communications, politics and public relations conceptual frameworks to digital environments.

Global Current Affairs - The unit aims to engage you with current debates in international and multimedia journalism, while introducing major global developments and their impact on news reporting. You will develop your judgment and ability to link developments from different localities, periods and spheres of human activity, while dealing with issues of, and challenges to, professional practice.

Political Campaigning - You will learn the practical and theoretical issues relating to the design, execution and reception of political campaigns in the context of electoral contests. You will be required to read widely within a range of areas which examine current debates on campaigning, as well as analysing a range of contests and designing a campaign.

Political Marketing - You will gain an understanding of the links between marketing and politics from both practical and theoretical perspectives. You will explore the current practice with reference to key innovations by political organisations and candidates for election, and theory from the disciplines of marketing, political marketing and political theory, students are equipped to debate what role marketing does, can and should have in the process of politics.

Political Psychology- You gain grounding in political psychology, and to establish psychological perspectives as an intrinsic element in the systematic study of politics, especially in relation to a focus on politics and media. You will be introduced to the major paradigms in individual and social psychology which have been applied to the political domain.

Year 2- Work Placement

You will undertake a 6 week work placement in Year 2 of your degree.

Year 3- Level H

Dissertation- The dissertation provides you with the opportunity to develop and demonstrate your critical, analytical and research skills by conducting a significant piece of academic work. You will specialise in a topic of your choice, in consultation with an allocated Supervisor.

New Political Communication- This unit will equip you to think beyond current practice and blend together key theoretical perspectives to tackle the big debates circulating within literature on political communication. You will draw on your intellectual engagement in years one and two and any practical experience you have gained to question current trends in practice and offer practical potential solutions.

Option units: please choose 3 of the following options:

- Environmental Communication
- Fundamentalism, Extremism & Terrorism
- International Relations
- Media, Conflict & Power
- Persuasion & Influence
- Political Mobilisation & Engagement
- Political Journalism
- Public Diplomacy & Nation Branding
- Public Relations, Power & Democracy
- Social Communication
- Transnational & Multicultural Communication

Assessment

The course employs coursework assessment and examination. Coursework assessment is based on a wide range of individual and group projects and includes essays, reports and presentations.

UCAS application

We want committed, keen, enthusiastic students who are going to make a real difference to the course they are studying. Our students learn from each other, as well as their academic staff, so it is really important to us that you can show us how much you care about the course you are interested in.

Your UCAS personal statement is a great place to do this. Tell us about your personal achievements or any relevant work experience you have done, and show us how they make you the ideal candidate for a place on the course.

Selection method for the course

We'll be selecting the candidates for this course by looking at their UCAS applications – there are no interviews or selection activities needed. For that reason, make sure your application really stands out from the crowd, and leave us in no doubt as to why you should be joining this course.

Please note:

The University reserves the right to introduce changes to the information given, including the addition, withdrawal, re-location or restructuring of courses.

Last updated: August 2011