



PARTNERS ACADEMIC SUMMER SCHOOL 2025

Syllabus for Media

Subject Area

This syllabus is for PARTNERS applicants seeking to progress to the degrees of:

- P303 BA Hons Film and Media
- P313 BA Hons Film Practices
- P500 BA Hons Journalism, Media and Culture
- PQL0 BA Hons Media, Communication & Cultural Studies

Aims

To allow students to demonstrate their potential to succeed in specified degree programmes by showing a grasp of entry-level subject-specific knowledge, understanding, cognitive and subject-specific skills.

Learning Outcomes

A good knowledge and understanding of ...

- In the modules the students will receive sessions in Media, Digital Media, Gaming, Public Relations, Journalism, Film, and Sports Media. Students will be exposed to the study of media, film, communication, and culture and the module places a strong emphasis on understanding how to link ideas with everyday life

The ability to apply this knowledge and critical understanding to...

- The teaching sessions will deal with key introductory material, including a variety of presentation approaches - audio, video, Powerpoint, and multimedia. Formative assessment exercises will be submitted via the Discussion forums. Feedback to submissions will be via the Discussion forums, also. We will explain all about the session assessments as students proceed through the programme.

Competence in...

- The students will gain a better understand what it will be like to study media, film, communication, and culture and be introduced to the tools like zine, data

collection, critical analysis, design, strategic planning, writing, and many other skills needed to practice media based disciplines

Summer School Syllabus

Media and Culture is an exciting subject area in the School of Arts and Cultures that brings together staff and students with diverse expertise to understand a complex fast-changing world and address public concerns locally and internationally. The unit offers innovative, immersive, and lively research and learning opportunities across the areas of Cultural Studies, PR, Journalism, Digital Media, Film, and Communication.

Staff and students have access to a wealth of facilities and equipment, both on campus and in the local area. The unit is connected to the Culture Lab; a world-class multi-media research infrastructure.

Formative assessment exercises will be submitted via the Discussion forums. Feedback to your submissions will be via the Discussion forums, also. We will explain all about the session assessments as you proceed through the programme.

The Media Culture Heritage unit is committed to a culture of transparency, accessibility, and diversity.

The teaching sessions are aimed at students who are new to the field of media, film, communication, and cultural studies and/or who have some initial knowledge of the field. We will encourage and support you to critically engage with some of the key terms, concepts, ideas, and approaches in these fields.

The teaching sessions will deal with key introductory material, including a variety of presentation approaches - audio, video, Powerpoint, and multimedia.

In addition, the teaching sessions will consider and discuss contemporary examples. The module places a strong emphasis on understanding how to link ideas with everyday life.

Discussion forums here on CANVAS will help you better understand what it will be like to study media, film, communication, and culture.

In the modules we advocate learning through curiosity, sociality, wonder, emotion, honesty, and failure. We value failures, mistakes, and errors as they are a key part of learning. We help each other as we all make errors and can learn from them.

Activities for Personal Study

The students may be asked to complete reading or locate news articles pertaining to a particular topic and students will be made aware of requirements in advance.

On-Campus Teaching:

Sunday 29th June (PM), Monday 30th June & Tuesday 1st July

Online Teaching:

Wednesday 2nd, Thursday 3rd & Friday 4th July

Formative Assessment Details

Essay / Event Plan / Zine Creation

More details will be given during the event by your Academic Strand Lead.

Hand-in Method

Digital

Assessment deadline

Friday 4th July