THE LITTLE BOOK OF COMMUNICATION, MEDIA AND CULTURE AT BROOKES
What will I study?

You will study the forces that shape the media, creative and cultural industries. You can choose to focus on one of the three themes, or combine them according to your interests and career ambitions.

Our communication modules examine tools of dialogue, expression and interpretation, from persuasive speaking to intercultural marketing.

Our media modules explain rapidly-changing media technologies, audiences and practices, from digital design to citizen journalism.

Our culture modules explore the increasing complexity of contemporary culture, focusing on questions of identity, consumer associations and online subcultures.
Discover how to create your own website, investigate citizen journalism through producing your own blog, learn the workings of an industry broadcast TV newsroom, or study writing technologies, the choice is yours!

Our course blends together theory and practice, allowing you to both engage intellectually with the social and political consequences of the culture industries, and gain real practical skills.
“I found my passion for television presenting at Brookes. The Making News module gave me the opportunity to film my own news report, as well as develop skills in script writing, camera work, editing and live broadcasting.”

ANNA WHITELEY, GRADUATE, AND SPORTS PRESENTER FOR IMG MEDIA
The world is connected like never before. Learn how communication, media and culture affect our lives and develop the analytic and creative skills you need to get ahead in the industry.

“I liked the range of different modules available and the fact that I could balance my modular programme according to my personality.”

EVE GESBERT, GRADUATE
“My role is based around marketing and promotion; on a daily basis I support the team with launches of new products and the maintenance of existing ones, and pilot initiatives on a national level. I’ve also had the chance to apply and test many of my academic skills learnt during my course, including market research and competitor analysis around customer behaviour and trends.

The powerful role of culture and communication has always intrigued me and exploring the matter in a corporate setting was a new and exciting venture for me. The recent launch of BMW’s employee brand was an ideal opportunity for me to dig deeper into the organisation and write an Independent Case Study on it.”

NATALIA MITEVA, COMMUNICATION, MEDIA AND CULTURE STUDENT ON A WORK PLACEMENT YEAR WITH BMW GROUP UK
Oxford culture

Oxford is a hive of media and communications activity, so you will have lots of opportunities to gain experience and engage with experts in media fields.

Oxford is home to:

- BBC and Central TV stations
- BBC Radio Oxford
- Local commercial radio, such as Jack FM
- A thriving local press - both free and commercial
- Numerous publishing houses, such as Oxford University Press, Blackwell, Pearson and Elsevier, and Routledge
- Many local media production, marketing and PR business companies
Oxford is also a city rich in student culture, with a vibrant programme of social activities all year round, as well as a thriving arts scene, including theatres, cinemas and museums.

“The city of Oxford is a perfect place to live for someone studying Communication, Media and Culture. It is a city rich in history, heritage and culture, yet it still has a buzz of modernity and multiculturalism to it.”

GABRIELLE WESTHEAD, GRADUATE
Work experience

In an increasingly media-saturated world, employers need graduates with a critical understanding of how the media and communications work at individual and organisational levels.

We have a wide range of industry contacts and frequently support students in finding internships.

You can also choose to get involved in Oxford Brookes’ student-run TV, radio and print media.
“My favourite part of the course was studying links to film. This was especially prevalent in the ‘Critical Media Literacies’ module, which analysed film in ways that I had never thought of. It not only considered the significance of props, costume, lighting and other decisions made by the directors whilst shooting, but also how films can be received by audiences in different ways. I also thoroughly enjoyed writing my dissertation on perceptions of ‘black male identity’ based on cinematic representations.”

REMI EDUN, GRADUATE
Combination courses

You can choose to study Communication, Media and Culture as a single or combined honours degree.

The combinations are:

- Anthropology
- English Language and Communication
- English Literature
- International Relations
- Politics
- Sociology
The flexible module approach at Brookes means that both single and combined honours students can choose to study a module from outside their course. This feature allows you to tailor your degree to what interests you most, so take a language module, explore film history, challenge yourself with a creative writing module or study magazine publishing- the choice is yours!
“I really enjoy the passion that each lecturer has. Their passion reflects the fact they personally create the modules based on their specific research and professional expertise.”

MATTHEW PULLEN, GRADUATE

82% of Communication, Media and Culture students were satisfied by the overall quality of the course.

2017 NATIONAL STUDENT SURVEY
School of History, Philosophy and Culture

For more information about Communication, Media and Culture:

www.brookes.ac.uk/cmc