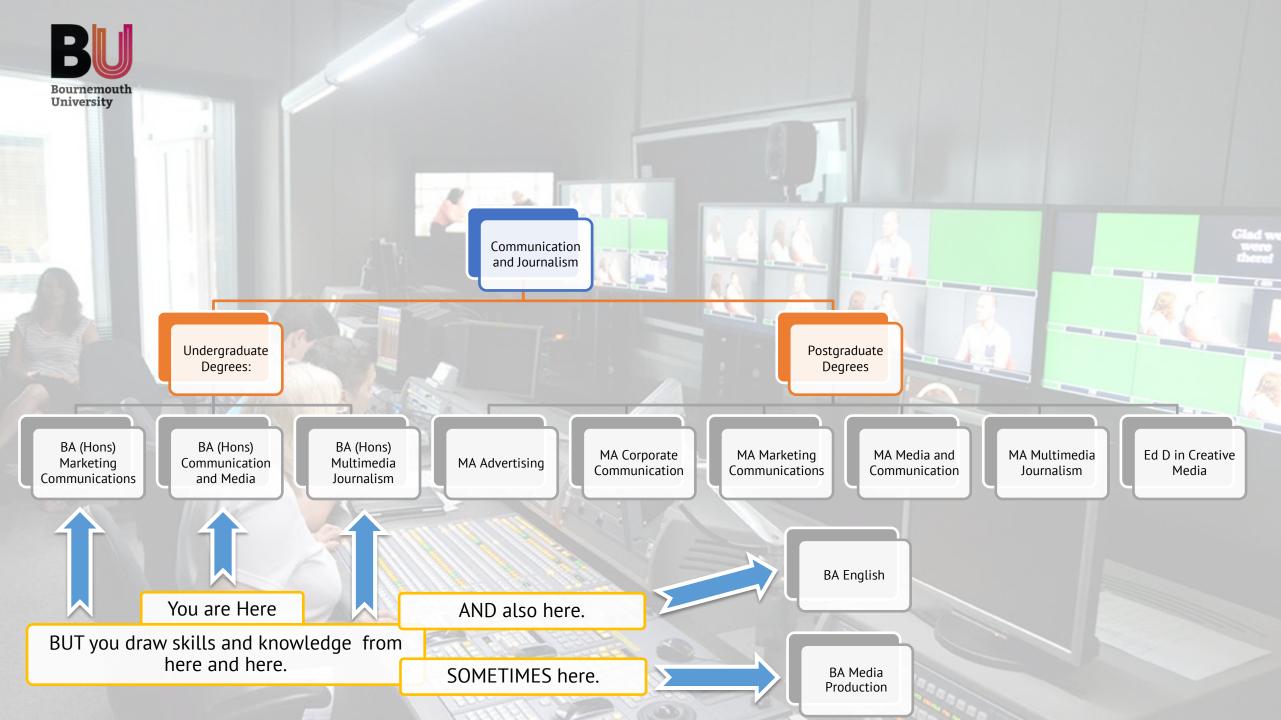


Department of Communication and Journalism

BA (Hons) Communication & Media







Programme Leader: Phil Wilkinson

- Introduction of Communication Theory
- Academic & Writing Skills

Academic

Advisors

- Media and Society
- Adaptation
- Communication & Marketing
- Language Matters

Year 1 (L4)

Tutor: Salvo Scifo

Academic

Advisors

- Narrative Structures
- Writing for the Media
- Media, Messages and Meanings
- Web and Mobile Communication

Year 2 (L5)

Academic

Advisors

Tutor: Megan Henesy

- Global Current Affairs
- Popular Texts and Intertexts

Academic

Advisors

• Dissertation

- Writing, Editing & Publishing
- Celebrity Culture
- Media, Crisis and Conflict
- News and Journalism
- Fact and Fiction
- New Media Narrative
- Community and Digital Engagement
- Media and Trauma

Year 3 (L6) Tutor: Yugin Teo

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Academic Advisors

Academic

Advisors

- Programme Support Officers:
 - Assessments & Submissions
- Additional Learning
 Support
 - Diagnosis, Tutoring, Resourcing
- BU Library
 - Academic Research
 and Writing Training
- BU Wellbeing
 - Counselling, Support, Crisis Management
- IT Skills
 - Training and Workshops

Additional Support



When you graduate...

- Journalism
- Publishing
- Digital advertising
- Marketing
- Public relations
- Broadcasting
- Public sector
- Charitable sector
- Education
- Freelance
- Graphics & Broadcast
- Masters / PhDs





BACOM Philosophy

BACOM Students in the wild.





3 Years with a 4 Week Placement 4 Years with a 1 Year Placement

Each year is split into Units across Two Semesters: Semester 1: September to January Semester 2: February to May

Each Unit is worth 20 Credits

For every 20 Credit Unit you will have a 3000 word (or equivalent) assessed piece of work

Each Credit equates to ~10hrs of study



What will I study?



- Introduction to Communication Theory Critically examine theories of communication processes. Interpersonal, group and public
- Academic & Writing skills Practical unit. Journalism, creative writing and business writing
- Media & Society Media theories, television, the press and the changing media environment
- Adaptation Explores the relationship between literature and tv/film
- Communication & Marketing an introduction to marketing
- Language Matters examines the English language as it is used in various contexts



- **Narrative Structures** provides a theoretical basis for analysis of contemporary texts film, television, magazines, internet, prose, fiction
- Writing for the Media practical unit. Journalism, creative writing. E.g.: Feature for a magazine and short stories
- Media, Messages and Meanings understanding of the various ways messages are constructed, communicated and received over a range of media and by different audiences.
- Web and Mobile Communication understanding of the web and its role in mass communication. Includes the construction of a professional web portfolio
- Media and Marketing Research aims, principles and techniques of social, media and marketing research and skills needed to conduct primary research

Pick one:

- Global Current Affairs engagement with current debates in international and multimedia journalism, while being
 introduced to major global developments and their impact on news reporting
- **Popular Texts and Intertexts** Studying a variety of popular texts including literary, cinematic, televisual and graphic



Year Two: Study abroad (1 semester)

















The placement







 Students are helped by the placement office in the Faculty of Media and Communication to find a suitable placement

• Minimum 4 weeks, or 30-week option

• Reflective Essay, Blog Post, and Appraisal as requirements





Recent and current placements

- Football Foundation
- BBC
- Penguin UK
- NBC Universal Internship (UK)KPPR
- Molton Brown
- Walt Disney
- BMW Group UK

Charity Media Publishing



Production/Marketing Entertainment PR Agency PR Media (Digital Strategies) Digital marketing

• Placements can be in this country or abroad



 Dissertation – major piece of independent academic work. Could be social science research, discursive or creative work.

Options (choose four):

- Writing, Editing and Publishing
- Celebrity Culture
- Media, Crisis and Conflict
- News and Journalism
- Fact and Fiction
- Space, Place and Environment

- New Media Narrative
- Community and Digital Engagement
- Media and Trauma
- Advertising
- Public Relations



You will develop

- Excellent writing skills
- Familiarity with industry software
- Imaginative thinking
- Independent study skills
- Critical thinking
- Analytical skills

- Problem solving skills
- Ability to work in groups
- Presentation skills
- Technical skills (non credit bearing)

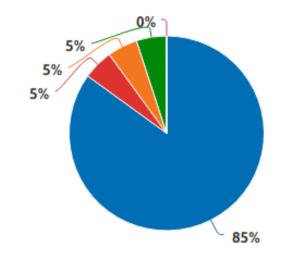


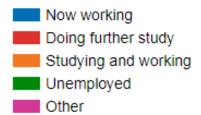




Go on to work and/or study **1**

This is what students are doing six months after finishing the course.





Source: Unistats 2019



How are the units taught and assessed?



Teaching methods

• Lectures (Like this):

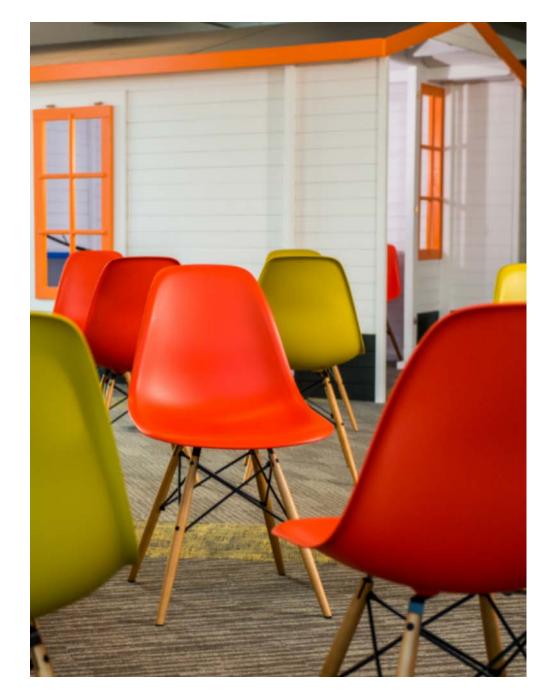
 for delivery of theoretical content / knowledge

• Seminars:

- for discussion smaller group engagement with content
- Workshops:
 - practical sessions focused on practical skills

Tutorials:

 one-on-one support with subject matter or assignments





Assessment methods

- Coursework and exams
- Essays

- Presentations
- Portfolios of work (journalism)
- Creative work (infographic/poster)
- Large independent project





Extracurricular activities



Activities outside the classroom

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WELCOME TO FRESHER PUBLISHING

Fresher is a young publishing press, established at <u>Bournemouth University</u> to nurture the publishing talent of the future and encourage new writers everywhere. It is also central to the university's <u>MA in Creative Writing and Publishing</u>.



Activities outside the classroom

NEWS SCIENCE BLOGS OPINIONS FEATURES SPORT CULTURE **ENTERTAINMENT**





Eddie Howe: AFC Bournemouth returning to their

VIDEO

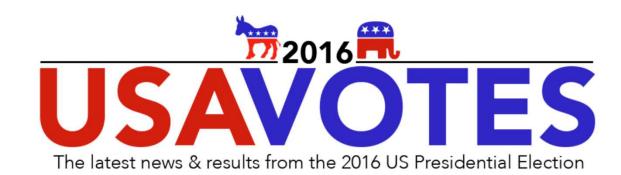


















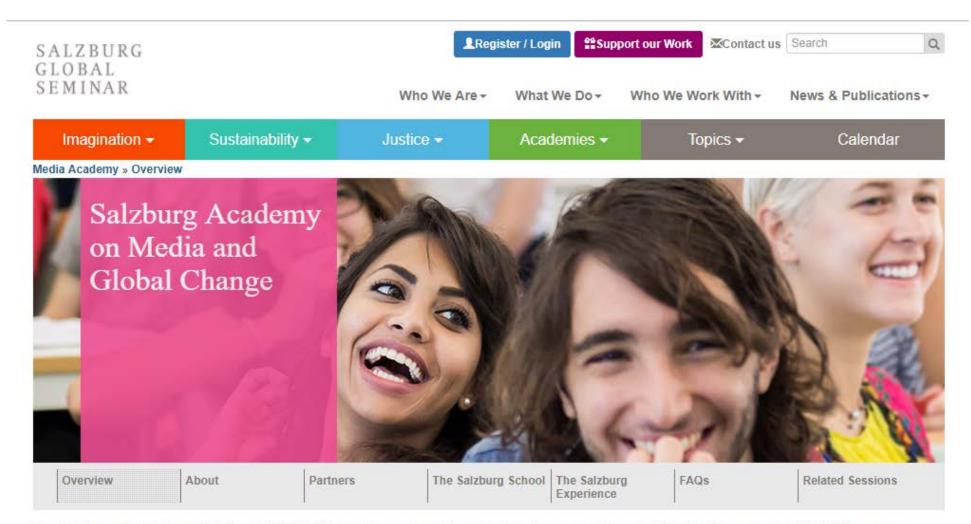


• BU studentships for BACOM students

• The Salzburg Academy on Media & Global Change

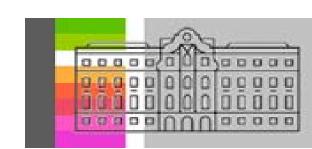
• Last edition in August 2019, next in Summer 2020





The Salzburg Academy on Media and Global Change is a unique three-week action research and critical making program that brings young media makers together from around the world to critique and create civic media for social change. The academy focuses on responding to the wicked problems of the world, and values human connections and co-creation of media initiatives to solve them. We focus on developing media and digital literacies that can be applied to inform intractable issues that face us today. The arc of the Academy is as follows:















Additional Services



Additional Learning Support

If you have, or think you have, additional learning needs that are negatively impacting your studies this team will help.

They can arrange for additional resources (extra-time in exams, Dictaphones for lectures)

Support can be provided for students with: Specific learning differences Physical/sensory impairments Medical conditions Mental health issues Temporary injuries.

Contactable whenever you feel you need to.



They also provide Canine Assisted Academic Learning (CAAL) support.



Careers Service

Will provide help, in person, or other Skype, in:

Formulating job-hunting strategies for getting a job Practicing mock interviews and assessment centres Marketing yourself to employers through your CV and covering letter

Postgraduate study options both in the UK and abroad

Working abroad

Self-employment options

Accessing job opportunities if you have a disability

Contactable whenever you feel you need to.

Found 101 Jobs with the words media	Relevance 🔻	Search Employers		
Placement - Media Placements - journalists, presenters, video	• Bournemouth	Quick Search		
production	Closes - 30 Nov, 2019	Search Employers JP Morgan Chase Your Career. Your Way, At J.P. we are a core part of the glo financial community, helping businesses, markets and con grow and develop in more ti countries. Working with us n you'll learn from our team o in a supportive and collabor environment and gain the si make a direct contribution to with a legacy lasting over 2C We want to see your creativi communications skills and d Whilst your academic achiev are important, we're also loo see your individuality and pa		
HQB Media				
ournalists, videographers, editors and presenters required for local online multimedia olatform		JP Morgan Chase		
Field Sales Advisor, £38,000 OTE (18k basic + uncapped	Sournemouth	· · · · · · · · · · · · · · · · · · ·		
commission) Argin Media	Closes - 30 Sep, 2019	financial community, helping		
Whether you're a graduate, an experienced professional or looking for a career change, start your journey with Virgin Media by sharing your knowledge of our ultrafast proadband and amazing phone and TV services to help people find the products and services that are right for them.	R	grow and develop in more countries. Working with us you'll learn from our team in a supportive and collab environment and gain the	than 100 means of experts orative skills to	
Part-time job - Field Sales Advisor (local) (new)	Q Bournemouth	with a legacy lasting over	200 years.	
/irgin Media	Closes - 6 Jan, 2020			
Field Sales Advisors - Part Time – Bournemouth		are important, we're also lo	ooking to	
Multimedia sports journalist (new)	♥ Kent	demonstrated by extra cur	ricular	
KM Media Group Ltd	Closes - 11 Oct, 2019	activities. We believe that individual is in charge of t	,	
Multimedia sports journalist KM Media Group A rare opportunity has arisen to join the sportsdesk at one of the country's biggest independent publishers.		career path, and we want to help you to fulfil your potential.		





Global Talent Programme

Designed by the University to enhance employability through: Employer-led workshops Business challenges Global experiences E-learning Team assignments Over100 extra-curricular activities.







Remember that you will be working on bulking out your CV this year - so why not try some extra curricular activities?

A degree is rarely enough in its own right.





Entry requirements

104 - 120 points

including a minimum of 2 A levels or equivalent BTEC Extended Diploma: DMM

Qualifications	Tariff Points*							
	96	104	112	120	128	136		
A-levels	CCC	BCC	BBC	BBB	ABB	AAB		
			ACC	ABC	A*BC	A*BB		
				A*CC				
BTEC: Extended Diploma	MMM	DMM	DMM	DDM	DDM	DDD		
BTEC: Diploma	DD	D*D	D*D*					
A-level & BTEC Diploma						A* / DM		
	A / MP	A* / MP	A / MM	A*/ MM	A / DM	B / DD		
	C/MM	B / MM	C / DM	B / DM	C / DD	C / D*D		
A-levels & BTEC Subsidiary Diploma	CC / M	BC / M	CC / D	CC / D*	BC / D*	BB / D*		
	BB / P	AB / P	BB / M	BC / D	BB / D	AB / D		
			AA / P	AB / M	A*B / M	A*A / M		
				A*A / P	A*A* / P			
Access to HE	Any combination of Distinctions, Merits and Passes to make up							
	the tariff points							

Relevant subject: May be useful to prepare you for the course but are <u>not</u> an entry requirement English Literature, English Language, Psychology, Sociology, Theatre Studies, Media Studies, Philosophy, Law, Communication, History, History of Art

For full info visit our Programme Page > UCAS Tariff Points



Any questions....?

Future Students Enquiry Team

+44 (0)1202 961916 futurestudents@bournemouth.ac.uk

