



**Bournemouth
University**

BA (Hons) English (with Foundation Year option)

Faculty of Media & Communication

Department of Humanities & Law

Course overview

- This modern degree leads to a range of career paths. Differing from traditional approaches to English, you'll study and analyse literary texts within the context of the media and learn to write creatively and professionally for a variety of audiences

Why study English at BU?

- Tailor your degree including options to study both creative or traditional units and discover the latest developments in digital media and new media storytelling.
- Put theory into practice during a four-week or 30-week placement
- Develop a range of subject-specific and transferable skills which can open the door to an exciting range of career possibilities or further study
- Choose from our list of units, picking a topic in each year that particularly appeals to you, and curating your own personal journey and skillset.

- Our reputation for innovative, collaborative, industry-leading courses means that you will gain so much more than just a degree.
- You will have relevant industry experience and the ability to put what you have learned into practice.
- The faculty and department both shape the communicators and journalists of tomorrow, providing contemporary approaches preparing you for the world of 21st century communication – for example publishing, PR, digital marketing and multimedia journalism.

What our students say

- Rachel: “I remember attending the open day with my parents in 2018 when the English lecturer started his presentation with the memorable words: ‘if you are looking for a traditional English course, then this is not the university for you. At Bournemouth, we prepare you for the real world by exploring modern communications and a range of texts.’ And he was right.”
- Jack: “Overall I really appreciated that the BA English course allowed me to tailor my experience to my interests and provided me with a wide variety of subjects that kept me interested, engaged and feeling like I really tackled a satisfying programme. So for any future students interested in an English degree, I would definitely recommend the course at BU if you’d like to take on something that is both challenging and enjoyable. If you have a passion for English and want to meet some amazing lecturers, value having choice and variety, want a degree that encourages your employability and overall just ensuring you have a great time whilst doing so, I’d say this is definitely the one for you.”
- Beth: “The BU English degree is where I truly fell in love with English”.
- Tinu: ‘My three years at Bournemouth have been nothing short of phenomenal.’

BA (Hons) English

- 3 year course with a 4 week placement between 2nd and 3rd year or 4 year course with a year-long placement
- An English degree for the 21st century – very popular in first five years

- Academic degree with vocational aspects
- Strong emphasis on writing
- A range of methods of analysis.
- Theoretical perspectives.
- Practical skills used to explore, understand and create literary texts
- Applied to a range of media

What will I be doing? Year 1

- **Media and Society** – media theories, television, the press and the changing media environment
- **Adaptation** – the relationship between literature and TV/film/radio etc
- **Approaches to Literature** – literary theory, critical perspectives, approaches to literary analysis
- **Academic and Writing Skills** – journalism, creative writing and academic writing.
- **Language Matters** – the English language in various contexts, e.g. lit texts, advertising, news, politics
- **Forms and Contexts** – study of the 3 main forms of writing (Fiction/ poetry/ Drama) in their historical and cultural contexts

What will I be doing? Year 2

- **Narrative Structures** – analysis of contemporary storytelling – film, television, magazines, internet, prose fiction
- **Writing for the Media** – practical unit. Journalism, creative writing e.g. film scripts, short stories
- **Modernism and Postmodernism** – two key developments in literature
- **Gender and Sexuality** – key issues, theories and debates
- **Children's Literature** – traditions, themes and approaches from early forms to present day

Option units (choose one)

- **Popular Texts and Intertexts** – texts that have achieved mass appeal, fan-fiction, comics, tie-ins, crossovers
- **Media , Messages and Meanings** – theories and analysis of the way the media communicates with us

Study abroad

- Aarhus University, Denmark
- Friedrich Schiller University, in Jena, Germany



Please see www.bournemouth.ac.uk/courses for the latest information about this course.

Work placement

- Students are helped by the placement office to find a suitable placement.
- Minimum 4 weeks (could be a year)
- Can be split between different places
- Can be abroad
- Log book and employer appraisal

Examples of previous placements:

- Penguin Books
- Hope FM - local radio
- BBC
- Local Authority
- Pinewood Studios
- Newspapers and magazines
- Amy Winehouse Foundation
- National Trust
- Touch Press
- Theatre Royal, Bath
- Football Foundation (FA charity)
- Also, placements in web design, schools, public relations agencies
- Placement can be in this country or abroad
e.g. Camp America

What will I be doing? Year 3

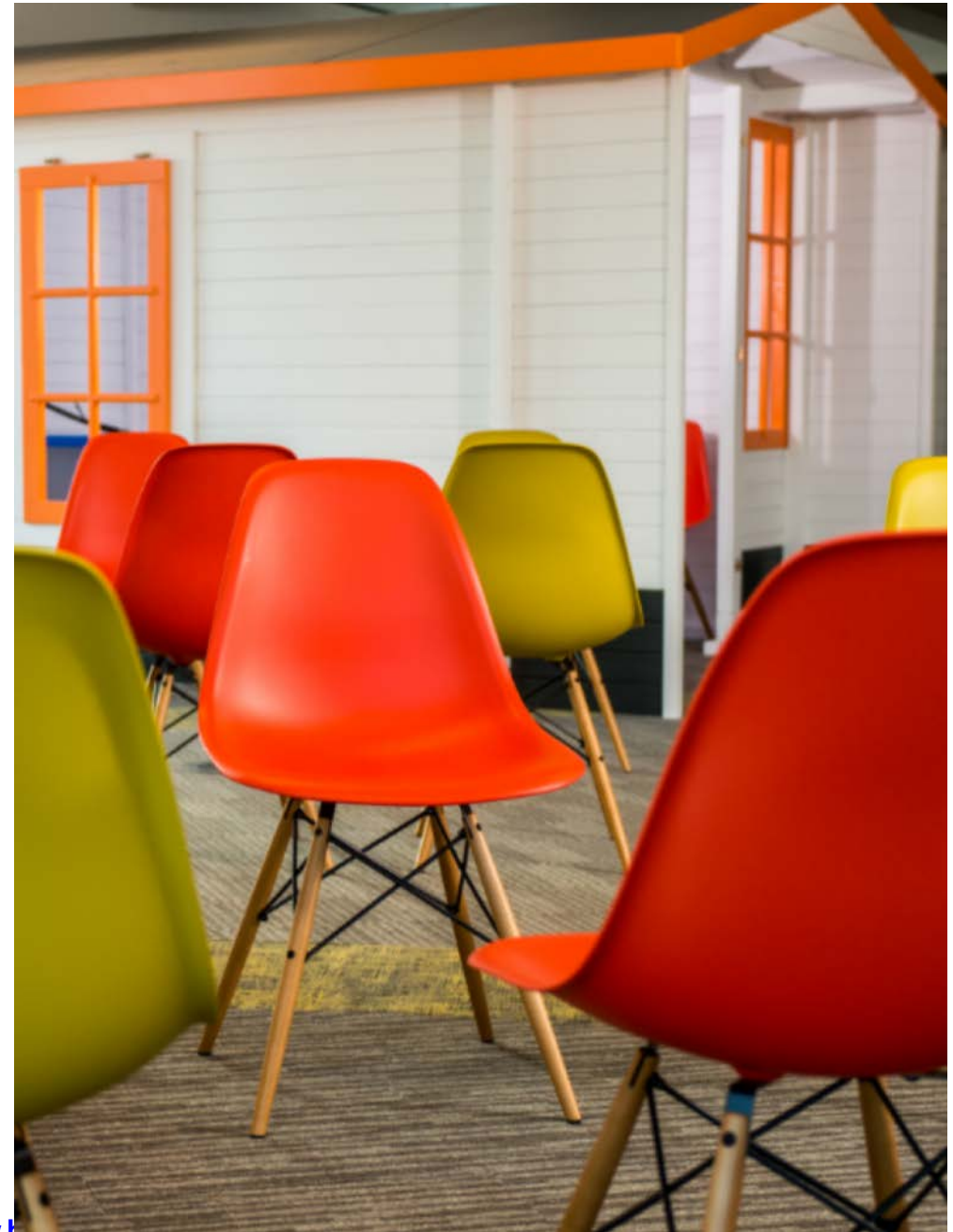
- **Dissertation** – major piece of independent academic work. Research or creative
4 additional units, from choice offered:
 - Writing, Editing and Publishing
 - News and Journalism
 - Fact and Fiction
 - New Media Narrative
 - Crime and Terror
 - Postcolonial Texts
 - Alternate Worlds
 - Transient Literature & Serial Storytelling
 - Space, Place and Environment
 - Media and Trauma

Students will develop

- Independent study skills
- Critical thinking
- Imaginative and creative thinking
- Analytical skills
- Problem solving
- Ability to work in groups
- Presentation skills
- Excellent writing and communication skills
- Familiarity with some industry software

Teaching methods

- Lectures, seminars and workshops
- Workshops – practical sessions usually 2 hours
- Seminar groups of c.18



Assessment methods

- Coursework and exams
- Essays/video essays
- Creative work
- Posters/blogs/vlogs
- Presentations
- Group work
- Presentations
- Portfolios of work
- Large independent project (final year)

Student profile

- Loves literature, theatre, films, etc.
- Strong creative side: enjoys writing short stories, drama, poetry etc.
- Interested in the relationship between literature, language and media.
- Wants to keep options open and have a broad, flexible academic degree.
- May want to work in publishing, journalism, advertising, public relations, management, teaching, libraries, voluntary sector.

What about jobs?

- Magazines
- Brand management (CPLG)
- Recruitment consultants
- Building societies
- Advertising agencies
- Publishing (HarperCollins)
- Digital marketing
- Public relations (Jigsaw fashion)
- Radio stations
- Social Media (Lush)
- Pinewood Studios
- Dorset County Council
- Theatre production (Doppelganger Productions)
- Postgraduate Cert Ed – teaching
- Further study i.e. Masters and MPhil/Phd study
- <http://www.graduate-jobs.com/degree/english>



Value added...

- New-Media Writing Prize
- Freeway Poets
- Fresher Publishing
- Writing Witches and Wizards
- Doppelganger Dialogues
- The Rock
- Shelley Theatre Trust
- Genarrator

Finally – Hannah, who graduated this year:

“What originally drew me to Bournemouth University’s English course was the wide variety of units and topics that seemed to be offered...and I was not disappointed when I joined the course. I didn’t just want a literature degree, I wanted exactly what BU offered and every unit surpassed by expectations.

“Every year the English team brought something new to the table and always providing something exciting to learn about and whilst assignments aren’t the most enjoyable part of the course, lecturers always gave plenty of opportunity to showcase different types of academic and creative skills.

“BU’s BA English course changed my life in many ways, but one of the biggest was the encouragement given to pursue a yearlong sandwich placement. This placement gave me much-needed experience in a professional working environment and even allowed me to land a graduate job just a week after completing my dissertation. The placement opportunity was yet another reason for picking BU and I truly believe that if the university didn’t encourage this, I wouldn’t have had the skills ready for the world of postgraduate job hunting.

“I’ve made many wonderful memories throughout the course and a lot of them I do have the lecturers to thank for. Lecturers become a constant in your life throughout your 3 or 4 years and it’s so comforting to know that you have these people who actually become more like friends in confidence to turn to. I truly believe that had I gone to any other university my life would look completely different to what it is now and I’m forever grateful for the opportunities that BU gave me to grow as a person and as an academic.”



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Please note: The detail, dates and additional fees stated are correct at the time of presentation (October 2021). The latest information can be found at www.bournemouth.ac.uk/courses.

Questions? We've got answers.
01202 961916
futurestudents@bournemouth.ac.uk