Do you follow what is happening in the media and popular culture? Are you ever suspicious of the way that ethnicity, race, youth, gender and sexuality are represented in films, TV and advertising? Do you wonder how life online affects the way we relate to each other? If you do, then Cultural Studies and Media is for you.
**WHY CHOOSE CULTURAL STUDIES AND MEDIA AT KENT?**

<table>
<thead>
<tr>
<th>Inspirational teaching</th>
<th>Academic support</th>
<th>Excellent resources</th>
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<tbody>
<tr>
<td>Great teachers inspire and challenge. Whether they are lecturing on digital media or sparking discussion on social identities and subcultures, our staff are skilled at bringing their subject to life. They share their research and welcome your opinions and ideas.</td>
<td>University is different from school. You need to be self-motivated and well organised to succeed. We help you by assigning you an academic adviser, running a peer mentoring programme and offering help with academic skills, such as essay writing.</td>
<td>Access more than a million books, ebooks, databases and journals and use the dedicated viewing facilities at the University’s Templeman Library. Our expert subject librarians can help you to get the most from our specialist collections.</td>
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<tr>
<th>World-leading research</th>
<th>Student community</th>
<th>Lively campus</th>
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<tr>
<td>We are home to world experts in specialist areas across the social sciences, with one of the most dynamic research cultures in Europe. The books and articles we write and the debates we are involved in help to shape your course and the topics you are studying.</td>
<td>Kent Union is run by students, for students, to help you make the most of university life. As well as running clubs, societies and social events, the student union is there to support you with advice on a wide range of issues and to ensure your voice is heard.</td>
<td>Kent is a campus university, so everything you need is within walking distance. You can watch a play or a film at the Gulbenkian arts centre, dance at The Venue nightclub, keep fit at our sports centre and meet friends at one of the many campus cafés and restaurants.</td>
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<tr>
<th>Enhanced experience</th>
<th>Kent’s Student Media Centre</th>
<th>Career success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Employability Points scheme rewards you for getting involved in extra-curricular activities. Why not learn a new language, or become a student rep? You exchange your points for work experience and other activities that prepare you for the world of work.</td>
<td>When you’re not studying, why not apply to volunteer in Kent’s media centre? Using our first-class studio facilities and editing suites, you produce print, radio and online content with fellow students and gain valuable experience of working in a professional environment.</td>
<td>Employability is a priority at the University of Kent. By studying, you sharpen skills that are useful in working life, such as time management and developing an argument. We help you to develop a great CV and present yourself effectively to potential employers.</td>
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</table>
Stimulating programme

Cultural Studies and Media helps you to understand the world you live in, how and why it is changing, and what it might look like in the future. Studying media and culture in a global and historical context gives you the tools to evaluate contemporary phenomena such as digital media, sub-cultures, gender and the body. You graduate with a broad knowledge of media and society and an understanding of the many critical debates surrounding culture – fascinating in itself, but also extremely useful in a whole range of professions.

Independent rankings

The Guardian University Guide 2020
• Social Policy at Kent ranked 4th overall

The Times Good University Guide 2019
• Sociology at Kent ranked 11th overall

Research Excellence Framework
• Based on our results in the most recent Research Excellence Framework, the School of Social Policy, Sociology and Social Research was ranked 2nd in the UK for research power

Destination of Leavers from Higher Education (DLHE)
• Over 95% of Kent graduates who graduated in 2017 and responded to a national survey were in work or further study within six months

Teaching Excellence Framework
• Kent was awarded gold, the highest rating, in the UK government’s Teaching Excellence Framework*

*The University of Kent’s Statement of Findings can be found at www.kent.ac.uk/tef-statement
Melissa Ngige is in the second year of her Cultural Studies and Anthropology degree.

Why did you choose Kent?
I went to a British system school in Kenya and lots of students from there come to Kent. I really liked the sound of the course and that's how I found myself here.

What was it about the course that attracted you?
I wanted to do a course that was people oriented because in the future, I’d like to go into either advertising or human resources or PR. I thought that this course would help me to get a job in those areas later on. I wanted to develop a good understanding of why people behave in certain ways.

How did you feel when you arrived?
It was a bit of a culture shock, but not too bad. We do have social media at home so we keep up. Things are more liberal here and free and I really like that. I hadn't visited Kent beforehand so arriving here by myself was scary. But there are friends from my high school here, so it was easy to settle in. People are very friendly and I didn’t find it hard to make friends.

Did you live on campus for your first year?
Yes, I lived in Eliot, it’s central, near the library and my classes. Living on campus is a great way to meet lots of different people. There were people studying law, sociology and anthropology. I really liked it. I think Kent is quite compact and easy to get around. I live off campus now, near the city centre; Canterbury is really beautiful.

How is the course going?
It's going pretty well. I struggled a bit in first year, it's quite a jump from A levels but I went to the Student Learning Advisory Service and they were very helpful. I was quite shy in my first year, but now I find it easier to talk to my lecturers and ask for their help when I need it. I am really enjoying the Cultural Studies side of the course.

What do you think of the lecturers?
They are supportive. They all have office hours when you can go and see them and I find I am taking advantage of those more and more. This year one of our lecturers gave us an exemplar piece of writing which was very helpful, you know what's expected then.

Have you had a favourite module?
Generally, I am enjoying the modules in my second year; they’re very intriguing. I’m taking a module on race and racism, which is very interactive. We’re encouraged to speak in class and give our own opinions. It’s very interesting.

What about your fellow students?
I have a very good group of friends and classmates as well. Sometimes we work together on presentations, it’s great when everyone works hard and you get the work done in plenty of time, I really like that. We also present on our own which can be fun. I enjoy working independently and as part of a team.

Have you joined any societies?
I have. I’m vice president of the East African Society and a member of the Kent Gospel Choir. I’m also a peer mentor, a buddy and a student ambassador. I keep busy. The East African Society organises lots of events. We put on a fashion show, and have parties and barbecues. It’s nice because it’s like a home away from home. You can easily relate to these people and they become like your family, so you don't miss home too much. It’s really nice. I’m glad there’s an East African society.

Has the course confirmed your plans for the future?
I think so. I want to go into human resources, possibly in the hospitality area. After I graduate I think I’ll stay in Europe and possibly do a Master's in Switzerland.

What advice would you give to someone who’s coming to Kent?
Remember, university is new to everyone so it's easy to make friends. And keep in touch with your family regularly, it's so easy now with Skype and FaceTime.
CHOOSING YOUR DEGREE

Not sure which degree to choose? You can study Cultural Studies and Media as a single honours course, with another subject as joint honours, or with Journalism. Here’s a guide to what’s on offer.

Cultural Studies and Media
www.kent.ac.uk/ug/1382
On this programme, you work across disciplinary boundaries, choosing modules from several subjects – all addressing ‘culture’, ‘media’ and ‘society’ as they are widely understood. In your final year of study, you can take a dissertation module on a subject of your choice, which allows you to focus in detail on an area you are particularly passionate about.

Cultural Studies and Media with Journalism
www.kent.ac.uk/ug/1908
On this programme, you take approximately 70% of your modules from the discipline of Cultural Studies and Media with the remaining 30% of modules from journalism. You study mediated cultural forms, practices and technologies and their vital social, political and economic implications and develop journalism skills.

Joint honours
On a joint honours degree, your studies are split equally between two subjects. Joint honours degrees currently available are:
• Criminology and Cultural Studies (www.kent.ac.uk/ug/203)
• Cultural Studies and Film (www.kent.ac.uk/ug/154)
• Cultural Studies and Media and Journalism (www.kent.ac.uk/ug/1907)
• Cultural Studies and Social Anthropology (www.kent.ac.uk/ug/156).

International students
If you need to extend your existing academic qualifications or ability in English to be able to study at university level, Kent’s one-year International Foundation Programme (IFP) gives you the opportunity to do so. The IFP can provide progression to the Cultural Studies and Media programmes. For details, see: www.kent.ac.uk/ifp

Teaching and assessment
During your degree, you will generally be studying four modules at any one time. Typically, you attend a one-hour lecture and a one-hour seminar a week for each module – though there are variations on this format. The weekly seminars are where you meet with your tutor in small groups to discuss the literature and other material relating to course subject matters and themes – often following reading or viewing assignments.

Broadly speaking, our degrees are assessed by 50% coursework and 50% examination. The coursework takes the form of essays, short presentations, portfolios and occasionally other practical exercises. The vast majority of examinations take place at the end of the academic year.
At Kent, you have the opportunity to broaden your experience by spending a year studying overseas.

The year abroad usually takes place between Stages 2 and 3 of your degree course.

Year abroad

Going abroad as part of your degree is an amazing opportunity and a chance for you to develop academically, personally and professionally. You gain confidence and independence and further develop many of the transferable skills employers are looking for, such as the ability to communicate effectively and to plan and organise your time. You also demonstrate that you are flexible in your outlook and have the enthusiasm and drive to succeed in a new environment.

For many students, their year abroad is a life-changing and rewarding experience. Having risen to the challenge of living in another country, they have a renewed belief in their ability to succeed.

We work with a wide range of partner universities in many countries, which currently include Belgium, Canada, Finland, China (Hong Kong), Ireland, Italy, Singapore, Spain and the USA.

At the majority of our partner universities you study in English.

You need to have reached certain academic standards in Stages 1 and 2 in order to participate. Your year abroad is assessed on a pass/fail basis and doesn’t count towards your final degree classification. See www.kent.ac.uk/goabroad/opportunities/az.html for more information.
One of the great things about the Cultural Studies and Media programmes is the breadth of modules available to you, which allows you to tailor your degree to your interests and ambitions.

Module information
Please note: these module lists are not fixed as new modules are always in development and choices are updated yearly. The details are correct at the time of publication (June 2019). See www.kent.ac.uk/ug for the most up-to-date information.

To read a description of any of the modules listed, please go to www.kent.ac.uk/courses/modules and type in the module code.

Cultural Studies and Media

Stage 1
You take:
• Contemporary Culture and Media (SO335)
• Modern Culture (SO334).

You also choose two of the following:
• Fundamentals of Sociology (SO337)
• Sociological Theory: The Classics (SO408)
• Sociology of Everyday Life (SO336).

If you are taking a joint honours programme, you also take one or two compulsory modules from your joint honours subject.

You take further modules from a range of choices drawn from those offered on social sciences and humanities programmes. Optional modules on offer may include:
• Analysing British Politics Today (PO304)
• Critical Thinking (SO341)
• Film Style (FI313)
• Introduction to Criminology (SO305)
• Social Policy and Social Control (SA300).

Stages 2 and 3
During your second and third years of study (Stages 2 and 3), you have the chance to take a diverse range of modules from various disciplines – all in the spirit of our commitment to interdisciplinary thinking.

At Stage 2 you take:
• Popular Culture, Media and Society (SO750)
• Qualitative Social Research Methods (SO546).

At either Stage 2 or Stage 3 of your degree, you take the following modules:
• Cultures of Embodiment (SO676)
• Digital Culture (SO657).

If you are on a joint honours programme, there may also be compulsory modules in your other discipline.

In Stage 3 of your studies, you have the option to complete a Cultural Studies Research Dissertation (SO683). This allows you to embark on an original piece of research of your own choosing, carried out under the supervision of a member of the Cultural Studies and Media team. If you choose this option, you are assessed on the finished dissertation of around 12,000 words and it will count for one quarter of your final year’s marks. If you choose not to take the Dissertation module, you take Contemporary Sociological Theory (SO727).

In addition to these elements of study, you can choose from a wide range of optional modules.

Optional modules
Those on offer may include:
• A Future for the Welfare State? Social Change, Challenge and Crisis (SA503)
• Arts Funding and Policy: Making it Happen (ART526)
• Contemporary Sociological Theory (SO727)
• Costume and Fashion (ART502)
• Creatures of the Night: Vampires in Literature and Film (CP644)
• Crime, Media and Culture (SO605)
• Criminal Justice in Modern Britain: Development, Issues and Politics (SO536)
• Cultures of Embodiment (SO676)
• Curating Art History (HA6001)
• Digital Culture (SO657)
• Digital Photography (EL536)
• Disability and the Arts (ART522)
• Don Juan and Casanova: The Art of Seduction in Literature, Music and Film (CP655)
• Drugs, Culture and Control (SO689)
• Emotion, Media and Culture (SO742)
• Enlightenment, Revolution and the Modern Social World (SO764)
• Environmental Politics (SO525)
• Fiction and Power (CP524)
• Forensic Psychology: Theoretical and Applied Perspectives (SP637)
• Gender, Crime and Criminal Justice (SO533)
• How to Win Arguments with Numbers (SO746)
• Kent Student Certificate for Volunteering, Platinum Award (SO670)
• Latin American Fiction (CP532)
• Literature and Society (SO737)
• Media Ethics (MSTU5000)
• Mental Health (SO532)
• Narrative, Myth and Cultural Memory (SO621)
• Paris: Myth and Reality in the 19th Century (FR593)
• Paris: Myth and Reality in the 20th Century (FR594)
• Photography: Contexts of Practice (ART523)
• Playfulness, Games and Literature (CP663)
• Policing and Society (SO5011)
• Postcolonial Images of Africa and South Asia (CP652)
• Poverty, Inequality and Social Security (SO575)
• Psychology and the Arts (ART520)
• Prize Winners (CP646)
• Research Dissertation (SO679)
• Rethinking Gender: From the Brontë Sisters to Eimear McBride (CP629)
• Race and Racism (SO537)
• Risk and Society (SO659)
• ‘Selfies’: Individualisation and Society (SO6011)
• Social Research Methods (SO602)
• Social Sciences in the Classroom (SE556)
• Sociology of Crime and Deviance (SO505)
• Sociology of Religion (SO736)
• The Book and the Film: Adaptation and Interpretation (CP518)
• The Sociology of Imprisonment (SO711)
• The Sociology of Work (SO668)
• The Text: Approaches to Comparative Literature (CP510)
• The Third Sector: Charities and Social Enterprises in Modern Societies (SO645)
• Travel, Exile and Displacement (CP594)
• Violence and Society (SO534)
• Welfare in Modern Britain (SO601)
• Writing Literature: Creative and Analytical Approaches (CP622).
YOUR STUDY PROGRAMME (CONT)

Cultural Studies and Media and Journalism

Stage 1
You take:
• Contemporary Culture and Media (SO335)
• Essentials of Reporting (JN305)
• Introduction to Reporting (JN304)
• Modern Culture (SO334).

You also take one of:
• British Government and Politics (JN302)
• History of Journalism (JN300).

You choose further modules from the optional modules on offer which may include:
• Analysing British Politics Today (PO304)
• Critical Thinking (SO341)
• Film Style (FI313)
• Fundamentals of Sociology (SO337)
• Introduction to Criminology (SO305)
• Social Policy and Social Control (SA300)
• Sociology of Everyday Life (SO366).

Stage 2
You take:
• Essentials of Feature Writing (JN519)
• Introduction to Feature Writing (JN518)
• Popular Culture, Media and Society (SO750)
• Qualitative Social Research Methods (SO546).

Plus at either Stage 2 or Stage 3:
• Digital Culture (SO657).

Plus at least one of:
• Introduction to Media Law (JN520)
• Power without Responsibility – Media Power and Media Consumption in Britain (JN500).

Stage 3
You take:
• Cultures of Embodiment (SO676)
• Digital Culture (SO657) (if not taken at Stage 2).

Plus at least one of:
• Communication and Humanitarianism (JN508)
• Freedom of Expression, the Law and the Media (JN511)
• Political Reporting (JN513)
• Reporting Conflict (JN509).

You choose any further modules from the optional modules listed on p10.

Cultural Studies and Media with Journalism

Stage 1
Modules as for Cultural Studies and Media and Journalism.

Stage 2
You take:
• Essentials of Feature Writing (JN519)
• Introduction to Feature Writing (JN518)
• Popular Culture, Media and Society (SO750)
• Qualitative Social Research Methods (SO546).

Plus the following modules at either Stage 2 or Stage 3:
• Cultures of Embodiment (SO676)
• Digital Culture (SO657).

You choose any further modules from the optional modules listed on p10-11.

Stage 3
You take at least one of:
• Communication and Humanitarianism (JN508)
• Freedom of Expression, the Law and the Media (JN511)
• Political Reporting (JN513)
• Reporting Conflict (JN509).

You choose any further modules from the optional modules listed on p10-11.
SUPERB STUDY SUPPORT

We’ll support you throughout your time at Kent, from helping you adjust to university study to discussing module choices and essay topics with you.

You are assigned an academic adviser in your first year, and they help you get the most from your degree programme. They meet with you regularly to discuss general academic issues or specific assignments. They will assist you in developing academic skills and refer you to other sources of help if you need it.

Peer support

The best advice often comes from people who’ve been in your situation. On our Academic Peer Mentoring scheme, first-year students can request to be matched with second- or third-year students on a similar degree programme.

Peer mentors can help you settle in to university life and find your feet. They can help you to discuss ideas and improve your study skills as you progress through your first year.

Study skills advice

Successful students take control of their own learning. Kent’s Student Learning Advisory Service (SLAS) can help you to increase your competence and confidence and fulfill your potential. You can request a one-to-one appointment or attend workshops on a diverse range of topics, from making the most of lectures to writing well and avoiding plagiarism.

Student support and wellbeing

You might need extra help to get the most from university. If you have a medical condition, specific learning difficulty, mental health condition or disability, the Student Support and Wellbeing team is there to support you.

The team is committed to improving access to learning for all students at Kent and can assist with many things, including:

• arranging note-takers, signers and other support workers for you
• discussing exam access arrangements
• helping you with emotional, psychological or mental health issues
• applying for relevant funding to support you.

Find out more at: www.kent.ac.uk/studentsupport

“Peer mentoring is open to absolutely everyone. We’ve signed up to be peer mentors and we really do want to help, so take advantage of it.”

Evangeline Agyeman
Peer mentor
What do you hope to do once you have your degree? Whether you have a specific career path in mind or haven’t thought much beyond university, we can help you to achieve success in the future.

Build your CV
Your degree studies help you to develop skills such as analysing information, thinking critically, expressing yourself clearly, solving problems, plus working independently and as part of a team. These transferable skills are widely valued by employers in all sectors.

At Kent, you have lots of other great opportunities to enhance your skills. For instance, you could:

- join a society or sports club (even better – get involved in running it)
- volunteer in the community
- work in a part-time job or take up a summer internship
- represent your fellow students as a student rep, or become a student ambassador
- learn a new language or skill with Study Plus.

Getting involved like this means that you can earn Employability Points, which you can exchange for employability rewards. The more points you earn, the more valuable the rewards. We work with local, national and international employers to offer internships, work experience and a range of other activities that prepare you for the world of work.

Experience work
Taken as part of your degree programme, the Kent Student Certificate for Volunteering Platinum

Award allows you to develop transferable skills in leadership, mentoring, project management and working within teams and organisations. The Social Sciences in the Classroom module gives you experience of working in a professional environment and communicating ideas effectively.

Find a great job
Your degree can lead to a wide range of rewarding career paths. For instance, our graduates have gone on to work in:

- advertising and design
- journalism
- broadcasting
- arts and arts management
- public relations
- the leisure industry
- local government.

Other graduates have chosen to move on to further study.

We support you with tailored employability events, from exploring career options to presenting your skills and experience to employers.

Visit our careers fair to talk to potential employers and use our award-winning Careers and Employability Service for advice on preparing your CV. Our track record speaks for itself: over 95% of Kent graduates who responded to the most recent national survey of graduate destinations were in work or further study within six months (DLHE, 2017).
Choosing a university is a big step, so it’s important to find out as much as you can before you make your decision. Come and visit us to see what we can offer you.

Open Days
Open Days are a great way to find out what life as a student at Kent is like. For instance, you can:
- learn more about the course you are interested in at a subject presentation
- ask questions – talk to the academic teams at the information stands
- experience our teaching at a taster lecture*
- find out about student finance, opportunities to study abroad and extra-curricular activities such as those run by Kent Sport.

Explore the campus at your own pace on the self-guided walking tour. You can visit different types of accommodation, chat to current students and enjoy the stunning views over the city of Canterbury.

Open Days are held in the summer and autumn. Book your place at www.kent.ac.uk/opendays

Applicant Days
If you apply to Kent and we offer you a place (or ask you to come for an interview), you will usually be invited to an Applicant Day. Applicant Days run in the autumn and spring terms and are an opportunity to find out about the course in more detail. You spend time with your academic school meeting staff and current students, and take part in activities that give you a flavour of your prospective course and university life.

Informal visits
If you can’t make it to an Open Day or Applicant Day, you can still visit us. We run tours of the campus throughout the year. If you live outside Europe, we appreciate that you might find it difficult to attend our scheduled events, so we can arrange a personal campus tour for you and your family.

Let us know you’re coming
Scheduled tours and personal campus tours (for international students) need to be booked in advance – you can do this via www.kent.ac.uk/informal

Meet us in your country
Our staff regularly travel overseas to meet with students who are interested in coming to Kent. We also have strong links with

*Programme of events varies according to subject.
agents in your home country who can offer guidance and information on studying at Kent. To find out more, visit www.kent.ac.uk/courses/international

Self-guided tours
If you prefer to explore on your own, you can download a self-guided walking tour at: www.kent.ac.uk/informal or pick up a copy from us.

A self-guided audio tour is available too, which allows you to learn about Kent without even leaving home. See www.kent.ac.uk/courses/visit/informal/audio-tour.html

Explore online
If you can't come and see us, you can find out more about the academic team, the course and events in the School online at: www.kent.ac.uk/sspssr

Keep in touch with us via social media:
• www.facebook.com/Kentsspssr
• www.twitter.com/sspssr
• www.youtube.com/sspssr

Contact us
If you would like more information on Kent's courses, facilities or services, please contact us on:
T: +44 (0)1227 768896
www.kent.ac.uk/ug

Location
Canterbury

Award
BA (Hons)

Programme type
Full-time and part-time

Degree programme
Single honours
• Cultural Studies and Media (V902)
• Cultural Studies and Media with Journalism (V9P6)

Joint honours
• Criminology and Cultural Studies (MV99)
• Cultural Studies and Film (VW96)
• Cultural Studies and Media and Journalism (V9P5)
• Cultural Studies and Social Anthropology (LV69)

Offer levels
BBB at A level; DDM in BTEC Extended Diploma; IB Diploma 34 points or IB Diploma with 15 points at HL.

We are committed to widening participation and have a successful tradition of admitting mature students. We welcome applications from students on accredited Access courses.

Required subjects
None, but preferred A levels include one or more of the following: Sociology, English Literature, Media Studies, Philosophy, Geography, Politics, Film Studies, Economics, Art, natural sciences and languages, combined with any others.

Preferred subjects for BTEC: Health and Social Care or Public Services.

Funding opportunities
For details of scholarships and bursaries at Kent, see www.kent.ac.uk/ugfunding

Entry requirements and offer levels are subject to change. For the latest information, see: www.kent.ac.uk/ug

This brochure was produced in June 2019. The University of Kent makes every effort to ensure that the information contained in its publicity materials is fair and accurate and to provide educational services as described. However, the courses, services and other matters may be subject to change. For the most up-to-date information, see www.kent.ac.uk/ug and for full details of our terms and conditions, see www.kent.ac.uk/termsandconditions

For the University to operate efficiently, it needs to process information about you for administrative, academic and health and safety reasons. Any offer we make to you is subject to your consent to process such information and is a requirement in order for you to be registered as a student. All students must agree to abide by the University rules and regulations at: www.kent.ac.uk/regulations
COME AND VISIT US

To find out more about visiting the University, see our website:
www.kent.ac.uk/visit