



Media studies

The media is a growing, increasingly wide-ranging field. Journalism, public relations, advertising, communication studies, information management, broadcasting, TV and film are some of the many subjects that it includes. Communication in all its forms is becoming more sophisticated, and demanding a more educated workforce.


Checklist: Why study Media studies in the United Kingdom?

- You will learn from some of the world's leading practitioners
- The United Kingdom (UK) leads the way worldwide in the study of media-related subjects, and is highly respected
- Many UK communications qualifications offer the chance of a year of study outside the UK
- The UK has thriving publishing, music, film, and TV industries, with a wealth of linked training courses
- Many courses also offer the chance of work experience – highly valuable in the areas of employment you might wish to go into, which value practical ability highly
- Whatever subject you choose to take, you will study in English and absorb the language, opening up many countries as possible workplaces
- You can study at all levels, from career-based qualifications to postgraduate diplomas and doctorates.

1 What can I study?

Types of media related courses available

Subject	Levels of study possible	Institutions offering subject
Advertising	National Diploma, Higher National Diploma, Degree, Master's degree, Doctorate The Communications Advertising, and Marketing Education Foundation (CAM) runs six Advanced Certificate courses that allow you to specialise in advertising. Students who complete all six certificates will be awarded the Advanced Diploma.	Colleges of further education, colleges of higher education, universities
Communication	Vocational A-level, Scottish National Qualifications (Higher and SQA), Higher National Certificate/Diploma, Access and Foundation Certificate, Diploma, Degree, Postgraduate diploma, Master's degree, Doctorate	Colleges of further education, colleges of higher education, universities
Journalism	National Vocational/Scottish Vocational Qualifications, Higher National Certificate/Diploma, Degree, Postgraduate diploma, Master's degree, Doctorate Undergraduate and postgraduate courses in journalism are approved by the National Council for the Training of Journalists (NCTJ). The NCTJ also offers a National Certificate qualification.	Colleges of further education, colleges of higher education, universities
Media studies or Creative Industries	General National (GNVQ in Media, Communication and Production), Vocational A-level, Scottish National Qualifications, NVQ/SVQ, First Diploma, Access and Foundation Certificate, National Diploma, Higher National Diploma, Degree, Postgraduate diploma, Master's degree, Doctorate	Colleges of arts and technology, colleges of further education, colleges of higher education, universities
Public relations	Degree, Postgraduate diploma, Master's degree, Doctorate The Institute of Public Relations (IPR) approves undergraduate and postgraduate courses. The IPR also offers Advanced Certification and Diploma qualifications that are well recognised in the industry. The Communication, Advertising, and Marketing Education Foundation (CAM) also offers relevant qualifications such as an Advanced Certificate in Public Relations and a Higher Diploma in Public Relations.	Colleges of further education, colleges of higher education, universities, private colleges
Film, TV broadcasting, video, multimedia	NVQs/SVQs (National Vocational Qualifications/Scottish Vocational Qualifications), National Diploma, Higher National Diploma, Degree, Postgraduate diploma, Master's degree, Doctorate Note that some degree courses in drama and theatre studies offer a chance to gain practical experience in the theatre, film or TV.	Colleges of further education, colleges of higher education, universities, private providers, industry



Would I be better off doing an academic course or a more practical course, and how can I tell the difference?

You should first research the relevant courses on college/university websites. There are also other useful websites for training and professional bodies listed below. The best course of action is to ask branches of the media in your own country what qualifications or training would give you the best chance of work.

Are there any short courses available?

You can do short courses in all media-related subjects, but most are aimed at people already working in the businesses involved. See www.skillset.org and other websites listed below for more information.

Entrance

Is it difficult to get a place on a media studies course?

It has become much easier as more colleges and universities have begun to teach media subjects. But there can be more competition to get on to some of the postgraduate diploma courses. Check individual course prospectuses on the web or at the British Council as some courses may ask you to show prior interest or experience (for example, in journalism, you may need to show articles you have written). For information, refer to *Applications* in this series.

It may be possible to take the exams for some of the qualifications listed here at your local British Council office. Contact your local office for more information or go to www.britishcouncil.org/learning-exams.htm

Would taking one of these courses guarantee me a job in the media?

No. Some of these courses have more practical study than others, but they are not an automatic passport to a job. In some fields – journalism, broadcasting, TV – breaking into the media is still difficult unless you already have a track record (such as by writing a good quality student magazine or working for a radio or TV station).

2 How can I register as a professional?

There is no formal registration for most branches of the media. Professional qualifications are usually taken under the supervision of the relevant professional bodies after beginning employment. Public relations has its own professional body (the Institute of Public Relations), for example, and the National Council for the Training of Journalists administers the National Certificate Examination, a basic level of proficiency.

But TV, journalism and broadcasting are unstructured environments in the UK, in which the only 'registration' would be with the relevant union(s). Experience and a track record are your best assets when looking for a job in the media. Your first job will probably be the hardest to gain.

However, media studies can lead to a wide range of jobs. These include:

- working in business
- creative industries
- journalism
- marketing
- filmmaking
- banking
- law
- publishing
- broadcasting
- TV, video, multimedia
- media research
- political research or speech-writing

Could I work in the United Kingdom media after studying?

The media is not a field in which exceptions are made to standard regulations about working in Britain if you are not an EU citizen. But there may be opportunities to work for UK media organisations in your own country, making use of your English Language skills. For more information, refer to *Working in the United Kingdom* in this series.

3 Next steps

Checklist: Your next steps

- Select the sort of media job you want to aim for – this could be journalism, broadcasting, public relations, etc.
- Try to find out in your own country what is the most accepted course to study. Do you need a degree to get in? If not, would a diploma or a practical GNVQ/GSVQ suit you better?
- If you know which job you want to do, go to the website of the training organisation that covers that job (see list below).
- If you are unsure which job you want to do, look for a general media studies course. Again, would a degree or a more practical course suit you better?
- If you want to gain work experience in Britain, look for a sandwich course (you will be allowed to do your placement without special immigration clearance).
- Applications for degree courses and Higher National Diploma courses should be made through the Universities and Colleges Admissions Service (UCAS). Other applications should be made direct to the institution/course provider. (For more information, refer to *Applications* in this series.)

4 Where can I find more information?

EducationUK Scotland

Website www.educationukscotland.org

Wales International Consortium

Website www.walesinternationalconsortium.com

British Film Institute

21 Stephen Street
London W1T 1LN
Telephone +44 (0) 20 7255 1444
Fax +44 (0) 20 7436 7950
Fax +44 (0) 20 7436 7950

Communication, Advertising and Marketing

Moor Hall
Cookham
Berkshire SL6 9QH
Telephone +44 (0) 1628 427 120
Fax +44 (0) 1628 427 158
Email info@camfoundation.com
Website www.camfoundation.com

Broadcast Journalism Training Council (BJTC)

BJTC Secretary 18 Miller's Close
Rippingdale Near Bourne
Lincolnshire PE10 0TH
Telephone +44 (0) 17 7844 0025
Fax +44 (0) 20 7727 9522
Email sec@bjtc.org.uk
Website www.bjtc.org.uk

Arts Council

14 Great Peter Street
London SW1P 3NQ
Telephone +44 (0) 845 300620
Fax + 44 (0) 207 973 6590
Email enquiries@artscouncil.org.uk
Website www.artscouncil.org.uk

Department of Culture, Media & Sport (DCMS)

2-4 Cockspur Street
London SW1Y 5DH
Telephone + 44 (0) 207 211 6200
Email enquiries@culture.gov.uk
Website www.culture.gov.uk

Institute of Public Relations

The Old Trading House
15 Northburgh Street
London EC1V 0PR
Telephone +44 (0) 20 7253 5151
Fax +44 (0) 20 7490 0588
Email info@ipr.org.uk
Website www.ipr.org.uk

National Film and Television School

Beaconsfield Studios
Station Road
Buckinghamshire HP9 1LG
Telephone +44 (0) 1494 731 425
Fax +44 (0) 1494 674042
Email admin@nftsfilm-tv.ac.uk
Website www.nftsfilm-tv.ac.uk

The Publishers Association
29B Montague Street
London WC1B 5BW
Telephone +44 (0) 207 691 9191
Fax +44 (0) 207 691 9199
Email mail@publishers.org.uk
Website www.publishers.org.uk

Skillset National Training Organisation (NTO)

Prospect House
80-110 Oxford Street
London WC1A 1HB
Telephone +44 (0) 207 520 575
Fax +44 (0) 20 7 520 5758
Email info@skillset.org
Website www.skillset.org
OR
Media careers website www.skillsformedia.com

National Council for the Training of Journalists (NCTJ Training Ltd)

Latton Bush Centre
Southern Way
Harlow
Essex CM18 7BL
Telephone +44 (0) 1279 430009
Fax +44 (0) 1279 438008
Email info@NCTJ.com
Website www.nctj.com

London Centre for Arts and Cultural Enterprise
2nd floor, South Building
Somerset House
Strand
London WC2R 1LA
Telephone + 44 (0) 207 420 9444
Fax +44 (0) 207 420 9445
Email info@lface.org.uk
Website www.lface.org.uk

Periodical Publishers Association (PPA)

Queen's House
28 Kingsway
London WC2B 6JR
Telephone +44 (0) 20 7404 4166
Fax +44 (0) 20 7404 4167
Email info1@ppa.co.uk
Website www.ppa.co.uk

Universities and Colleges Admissions Service (UCAS)

PO Box 28
Cheltenham
Gloucestershire GL52 3LZ
Telephone +44 (0) 870 1122 211
Fax +44 (0) 1242 544961
Email enquiries@ucas.ac.uk
Website www.ucas.com

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