

UNIVERSITY of
STIRLING



REDEFINE

WITH A
MASTERS

MSc DIGITAL MEDIA AND SOCIETY

REDEFINE AT STIRLING

WHY AN MSc DIGITAL MEDIA AND SOCIETY?

The world is changing rapidly as a result of digitalisation, globalisation, web connectivity and social media, making it an exciting time to study digital media.

Our MSc Digital Media and Society has a strong emphasis on understanding the contemporary environment of multi-platform content development and the potential of multi-channel networks and their consumption.

The course will equip you with the skills and experience to become a digital media

expert, providing an ideal pathway to a successful digital career across a range of different sectors.

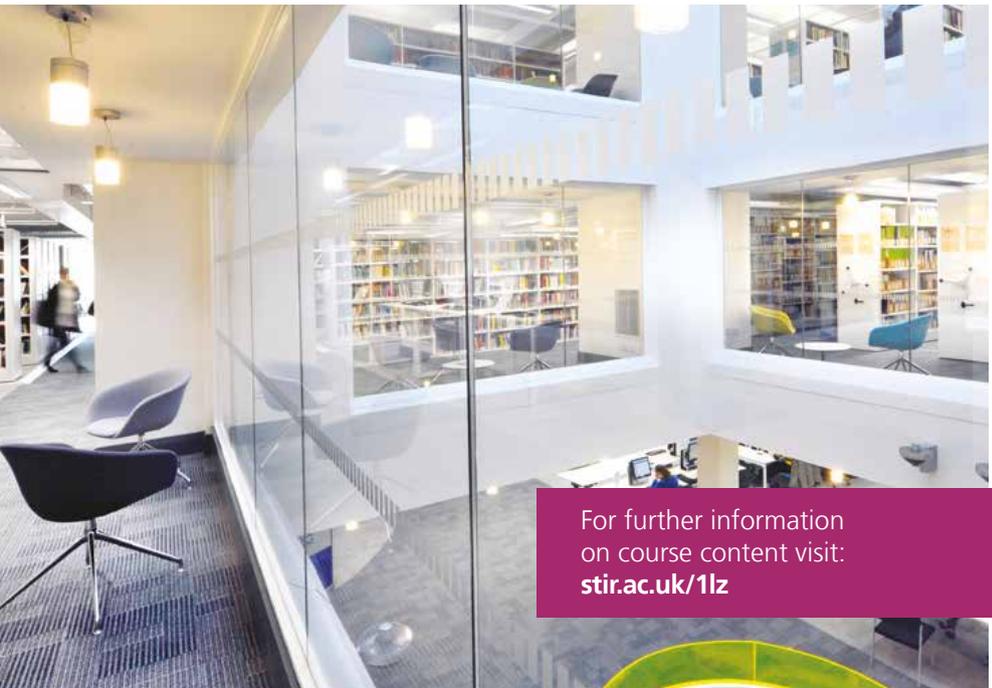
The MSc is part of our growing research and teaching portfolio in digital. With this course, you'll gain transferable skills for a digital career, with the flexibility to choose your own learning pathway and learning goals.

We have an excellent track record in understanding the needs of students and preparing them for careers where they can contribute to the transformation of the digital economy.

STRUCTURE AND TEACHING

The mode of study is either full-time for one year or part-time over two years. The taught course takes place within the University's two 15-week semesters and involves lectures, seminars, tutorials and case-study work.

The course will be assessed using a variety of assessment strategies, including written assignments, exams, practical teams and individual projects



For further information
on course content visit:
stir.ac.uk/1lz

RESEARCH AND EMPLOYMENT OPPORTUNITIES

The creative and digital sectors in the UK and internationally are steadily growing and an important source of the highly skilled workers that the sector needs will be university graduates.

The transformative aspects of the course are driven through interdisciplinary approaches to skills and knowledge acquisition for success in a multi-sectoral job environment, for which, digital competency in a range of fields is essential, both now and in the future.

This focus on multi-sectoral graduate destinations reflects the fast-changing pace of digital technologies, media industries and the socio-economic underpinnings of global connectivity – all of which are key components studied on this course, which seeks to foster global (and globally-aware) citizens originating from a variety of international backgrounds.



You can find out more about funding opportunities at: [stir.ac.uk/scholarships](https://www.stir.ac.uk/scholarships)

“

The MSc Digital Media and Society, drawing from the expertise across relevant faculties including Digital Media Management, Computing Science and Social Sciences speaks to every practical and theoretical aspect of what constitutes success in understanding and preparation for a contemporary, entrepreneurial approach to a career in the creative industries sector.

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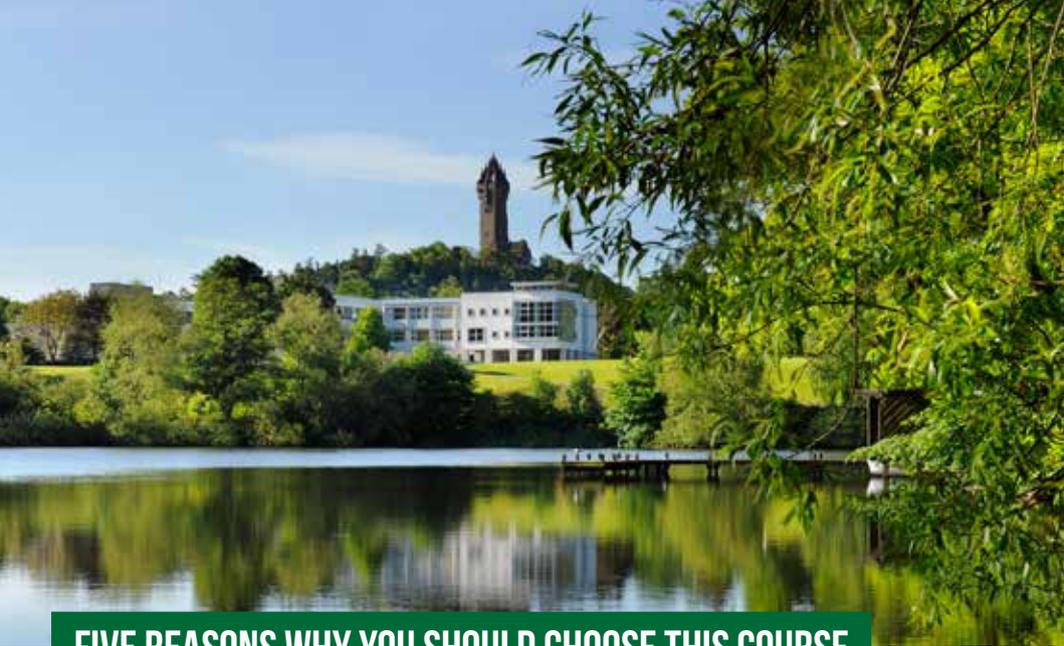
JOE HALL
Director of Creative Stirling

“

With a research-driven and practice-based focus, this interdisciplinary programme will equip you with the necessary skills and experiences to become a critical digital media expert.

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THOMAS ALLMER
Course Director



FIVE REASONS WHY YOU SHOULD CHOOSE THIS COURSE

1

The University of Stirling is ranked **1st in Scotland and top 10 in the UK** for Media and Film Studies (The Guardian University Guide 2018).

2

You will receive **talks from visiting speakers** from industry and alumni – including from ICT and digital media consultants, knowledge managers, online journalists and social media marketing professionals.

3

As part of this course you will have the chance to **participate in field trips** as part of your learning and teaching experience.

4

This course equips you with the skills and experiences to **become a critical digital media expert**, likely to work in many digital areas and professions.

5

As you progress through your Digital Media and Society degree, you will have the opportunity to **develop practical skills** and attributes that are much sought after by prospective employers.



COURSE OVERVIEW

This course provides a high degree of flexibility over core and optional modules to allow both full-time and part-time students to work around other commitments. Here is a list of modules offered within the MSc Digital Media and Society:

- Living in a Connected World
- Mass Media Research Methods
- Digital Labour and Society
- Representing and Manipulating Data
- Advanced Social Media Marketing
- Digital Culture for Media Managers
- Making (and Breaking) Digital Media
- Data, Algorithms and Code: Critical Perspectives
- Data Analytics
- Digital Media Dissertation
- Digital Project

STRENGTH

There is an emphasis on varied assessment, problem-finding, and critical practice modes of delivery.

The curriculum draws upon the expertise of internationally-reputable research in areas relating to human-centred data networks, platform studies, information economy, and innovative digital research methodologies.

The course builds a range of transferable skills for a multi-sectoral job environment, with optionality, giving students the flexibility to choose their own learning pathway, geared towards their own learning goals.

For further information on course content visit: stir.ac.uk/1lz

KEY TEACHING STAFF

Dr Thomas Allmer, Lecturer
Dr Chiara Bernardi, Lecturer
Dr Eddy Borges Rey, Senior Lecturer

Dr Simon Rowberry, Lecturer
Dr Greg Singh, Associate Professor

ENTRY REQUIREMENTS

A minimum of a second class Honours degree (2.1 preferred) or equivalent is normally required. Applicants without these formal qualifications, but with significant appropriate work experience, are encouraged to apply.

Journalists come from a wide range of backgrounds and the profession is keen to encourage applicants from the arts, humanities, business, sciences and the social sciences. Applications are welcomed from applicants from the broadest range of disciplines.

LANGUAGE REQUIREMENTS

If English is not your first language you will need to provide evidence of your proficiency in the English language. An IELTS score of 6.0 with 5.5 minimum in each skill is required.

If you don't meet the required score you may be able to register for one of our pre-session English courses. To register you must hold a conditional offer for your course and have an IELTS score 0.5 or 1.0 below the required standard. For more information, go to: stir.ac.uk/1ae

TUITION FEES AND FUNDING

Details of tuition fees can be found at: stir.ac.uk/1m0

For Scottish students and EU domiciled students, this course is currently approved for PTFL (Postgraduate Tuition Fee Loan) funding from SAAS. For more information, please visit: saas.gov.uk

You can find up to date financial information and funding opportunities here: stir.ac.uk/scholarships



CONTACT INFORMATION

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stir.ac.uk/1lz



Photography: For a list of photographers who have contributed to the University of Stirling photo library, contact: marketingtools@stir.ac.uk

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