REDEFINE WITH A MASTERS

MRes Media Research

REDEFINE AT STIRLING
WHY STUDY AN MRes MEDIA RESEARCH?

The MRes Media Research has been developed to prepare media researchers to meet the challenges posed by unprecedented change in the media environment and how we can design reliable and critical approaches to media research.

This full-time academic course is designed to provide rigorous training for future postgraduate research in media and communications studies, or provide a wider analytical perspective on the main issues affecting research design and practice in media settings that offers graduates a rigorous foundation for a career in the media industry.

The course builds on the Division of Communications, Media and Culture's extensive reputation in Media Research and draws on a range of related disciplines including media studies, sociology, cultural studies, economics, gender studies and other social science disciplines.

IS AN MRes MEDIA RESEARCH FOR ME?

Our students come to us from a variety of backgrounds. Some have worked in the media and want a greater understanding and knowledge of the issues and developments in their professional field. A Media Research qualification will develop your knowledge and understanding of quantitative and qualitative research methodologies and, at the same time, provide you with an opportunity to explore your own media research interests.

The course offers an opportunity to gain real-world research experience through a work placement, which may either be as part of an existing research team or within a media organization.

For further information on course content visit: stir.ac.uk/1l1
Your studies at Stirling will benefit from world class support and supervision. Stirling’s Media Research has been awarded a rating of Grade 5 three times in succession in the Higher Education Funding Council’s research assessment exercise and had 70% of its research considered to be ‘World Leading’ or ‘International excellence’ in the most recent REF.

Media Research at Stirling aims to understand the role of the media in culture and society, taking interdisciplinary approaches to our knowledge on creative and cultural industries, media policy and regulation, public relations and communications management, heritage and media archives, digital transformations of news and journalism, and a range of media-centred studies on sport, health, the environment, terrorism, gender and identity.

Our research has helped shape national policy on broadcasting in Scotland, as well as promoted the value of Media Research to professional practice in the media, public communications in both public and private sectors in Scotland and beyond. We expect our students to take advantage of the opportunities provided by both the professional and academic links with the media available at the University to help you build a career in the media industries or pursue further research to PhD.

“You can find out more about funding opportunities at: stir.ac.uk/scholarships

"The MRes enhances research skills and enables each student to focus on specific areas of media research of interest to them."

Professor Richard Haynes
The University was rated 1st in Scotland, top 10 in the UK for Media and Film Studies (The Guardian University Guide 2018).

All contributing staff are engaged in on-going research at the forefront of their disciplines, and are the authors of numerous books, articles and studies on a wide range of relevant subjects.

You will develop skills that become immensely transferable in a market awaiting competent and innovative thinkers and leaders.
The MRes consists of two components: a taught course followed by a dissertation. Based in the Division of Communications, Media and Culture, the taught component also involves postgraduate modules offered by, or in collaboration with the School of Applied Social Science.

**Modules**

**Semester 1:** Research Design and Process; Quantitative Data Analysis; Media Research Methods.

**Semester 2:** Qualitative Data Analysis; Applied Methods and one from Media Research Placement; Media Policy and Regulation; Digital Culture for Media Managers; Advertising; Advanced Readings in Gender Studies.

**Dissertation**
At the dissertation stage, students are encouraged to undertake independent, supervised research on any particular interest within the field of Media Management that they might wish to pursue.

**Key Teaching Staff**

Professor Richard Haynes

Richard is a Professor of Media Sport in the Division of Communications, Media and Culture. He has a wealth of experience as a researcher having conducted research for the Broadcasting Standards Commission, the Scottish Government and Creative Scotland, as well as funded research by the ESRC, AHRC, Carnegie Trust, British Academy and the Big Lottery Fund.
ENTRY REQUIREMENTS

Normally a minimum of a second-class Honours degree (2.1 preferred) or equivalent in a relevant subject. Applicants without these formal qualifications but with significant appropriate/relevant work/life experience are encouraged to apply.

LANGUAGE REQUIREMENTS

If English is not your first language, you must provide evidence of your proficiency such as a minimum IELTS: 6.5 with 6.0 minimum in each skill.

If you do not meet the required score, you may be able to register for one of our pre-sessional 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/1l2

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

Course Directors: Richard Haynes and Katherine Champion
Telephone: UK +44 (0) 1786 467971
           UK +44 (0) 1786 466227
Email: r.b.haynes@stir.ac.uk
       k.m.champion@stir.ac.uk

stir.ac.uk/1l1

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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