

## Description: University of Leeds ICS Undergraduate Programmes

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The description below is the text from the University of Leeds Institute of Communications Studies Undergraduate Programmes website page <http://ics.leeds.ac.uk/ug/> as of 1 June 2013:

### ICS Undergraduate Programmes

The Institute of Communications Studies (ICS) is one of the largest teaching and research institutes of its kind in Britain. Situated within the Faculty of Performance, Visual Arts and Communications (PVAC), we are part of the Arts and Humanities provision at the University of Leeds. Leeds is ranked among the top 50 universities in the world by the [Times Higher Education World University rankings](#) for the quality of its teaching and research in these subject areas.

There are over 600 students on our degree programmes, making the Institute one of the largest teaching departments in the University. We place a great deal of importance on the quality of the teaching and learning experience that students receive, with an approach that challenges them intellectually while supporting them during their career with us. Students are allocated a personal tutor in their first year to act as a point of contact and advice throughout their degree, while our student-staff forums ensure there is a regular opportunity for students to share their thoughts, opinions and suggestions for improvements with staff.

During their degree, many of our students produce [award-winning work](#). Our graduates are [employed throughout the media, communications and cultural industries](#), while our close links with industry allow us keep our courses up to date and our students in touch with the latest industry trends. Our aim for all students is that their degrees from ICS equip them with the skills and passion to pursue their careers to the highest level of success.

We offer four undergraduate courses:

[BA Hons Broadcast Journalism](#) - accredited by the Broadcast Journalism Training Council, this degree is for students interested in developing a career as a broadcast journalist. This degree focuses on developing the technical and theoretical skills required for working in radio, television and online journalism. Intensive training in practical skills is complemented by options allowing students to explore broader communications environment, including online / multimedia journalism, documentary production, political journalism, and the creative and cultural industries.

[BA Hons Cinema and Photography](#) - for students who wish to develop their knowledge and skills in digital film and photography. The degree includes core theoretical and practical modules while the options cover a wide range of topics including TV production, film editing, film production, digital photography, script writing, film history, digital imaging and documentary production.

[BA Hons Communications and Media](#) - for students interested in a broad theoretical grounding in the sociology and culture of communication and media industries. This is a flexible degree, where core modules are complemented by options in political journalism, public relations, new / online media, film studies, photography, the creative and cultural industries and international communications.

[BA Hons New Media](#) – for students interested in focusing on the theory and practice of digital / online media. The core modules help students develop their theoretical and practical

knowledge of interactive media, web design, mobile media and other online technologies. These are complemented by a broad set of options relating to online design and technology, gaming, graphic design, public relations, media and communication theory.

The Institute also operates as a major research department. Many of the staff have written key books and articles on communications, media, film and culture, and the Institute undertakes research commissions for professional bodies, such as the BBC, the independent sector and research councils. As a student at ICS, you not only benefit from the knowledge of leading industry professionals, but will be taught by some of the leading scholars in the field, ensuring that you leave us with the ability to think both creatively and critically about the industry and career with which you engage.

For further information on our undergraduate degree programmes, check out the individual programme pages or email [ics-ug-admissions@leeds.ac.uk](mailto:ics-ug-admissions@leeds.ac.uk). ICS welcomes applicants who come through the [Access to Leeds](#) scheme.

Alternatively, you can [request a University of Leeds prospectus](#).