**The MA in Media and International Conflict**

**(one year full time – Z137 & two years part time – Z138 )**

**Core modules (which may change from year to year)**

**Public Diplomacy and Soft Power**

This module will analyse historical and emergent roles of public diplomacy as

the ‘soft power’ wing of American foreign policy. It will consider the

ways in which the power of the American state is manifested in its operations

across national borders, and examine the implications for cultural production

and knowledge-formation shaped by the operations of this power. Key issues

include: strategic communications and information warfare; the promotion of

educational and cultural programmes; private/public networks and the role of

non-state actors and NGOs in delivering and contesting public diplomacy

goals; the role of rights discourse in public diplomacy; and the impact of new

media technologies on public diplomacy. We will examine communications

strategies that evidence new and sophisticated relations between public

relations and public diplomacy, and comment on how these strategies are tied

to (but also in tension with) foreign policy initiatives.

**Media and US Foreign Policy**

This module will focus on the roles of media in the making and representation

of United States foreign policy. It introduces students to critical debates on the

relationship between media, international conflicts and diplomacy and draws

on scholarship from media studies and international affairs as well as primary

media content. It covers a range of media, including print journalism,

photojournalism, television, cinema and the internet. Historical coverage

moves from WWII to the current ‘war on terror’ and considers throughout

the connections between military and media technologies.

**News Media Today:**

News Media Today is an advanced academic-professional module, further

developing the skills of students both as analysts and as practitioners in

21st-century media.

We begin with a review of the history and technologies of media, then establish

and navigate the interaction between media, politics, and culture in both US and

international contexts. S

With this foundation, students establish their professional skills through critique

of sources, development of analysis, and the consideration of journalistic v.

academic style. This leads to the production of professional submissions as well

as an academic essay for assessment.

By the end of the module, students will produce original analysis of the

21st-century media system and how it is evolving in content, networks, and

negotiations of politics and culture. They will assess and work with media in

global and regional as well as national contexts, not being dependent on a

nation-first approach to international and trans-national issues.

Students will be fluent in the critique of multiple sources --- textual, oral, and

audio-visual --- to produce original content, as suitable preparation for further

development in the related module Digital Storytelling.

**Digital Storytelling**

Digital Storytelling is an advanced professional module, in which students build

upon academic expertise to become practitioners in 21st-century media.

Students will use knowledge of fundamental concepts in media --- such as

framing, priming, and agenda-setting --- in combination with a specialism in a

particular aspect of national, regional, or international politics. They will build a

network of sources, develop analyses, and establish an individual journalistic (as

opposed to academic) style in content and presentation. This development will

include an interim assessment of a "source web" and a final assessment of two

electronic articles: one based on reporting, and the other on analysis or

reportage.

**Research Skills and Methods**

This course is designed to provide Masters and new PhD students with skills

essential to the preparation and production of a postgraduate thesis. It will

present the necessary tools for postgraduate research and develop associated

skills such as the presentation of written and oral work to peers and scholars. It

will also introduce students to methodology and the nature of interdisciplinary

study.

**Dissertation**

This thesis is based upon independent student research on a topic agreed with

the Institute supervisor. Supervisors monitor student’s individual progress

and

offer advice on the preparation and presentation of the dissertation. It should

be between 12,000 and 15,000 words. On completion of the thesis students

should be able to: identify source material for research; carry out independent

research and analysis; present research in a persuasive format; show

knowledge of debates germane to the field of study;; develop skills of critical

analysis and argument.

In addition to core modules, students select an additional module

from a list of pre-approved modules taught either in the Institute or

in one of the University’s other schools.

*“A wide range of topics ensured that everybody got a chance to*

*study and discuss areas that they are passionate about. Lively*

*debates were the norm!. This MA was a fascinating journey*

*through history, current affairs, politics and media. It offered a great*

*opportunity to build strong research, writing and presenting skills,*

*with the help of diligent and engaging staff of the Institute. I would*

*do it all over again if I could!” –* ***Karen Dunne***