

BHASVIC

Guide to Higher Education & Employability

English, Drama Film & Media

**American studies, Creative writing,
Journalism, Linguistics, Media studies,
Public relations, Publishing**

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What to ask on a linguistics or literature open day

Interested in poets, philosophers or the literary greats, or studying how language actually works? Check out these questions you can ask on your open day visit...

About the course

- What are the core texts / periods for this course?
- Will I need to do reading over the summer?
- Do I need to have an A-level (or equivalent) in English?
- What's the split between ancient and modern texts?
- What's the split between prose, drama and poetry?
- How many hours of teaching will I get a week? Will that be in lectures, seminars or tutorials?

Equipment and facilities

- How much reading is involved per week?
- What is a reading week? Do I have one?
- Are all the library resources available online?
- Should I buy all the books on the syllabus?
- Are there multiple copies of texts available to borrow in the library?
- How much will I have to spend on printing?
- Do you have specialist facilities - for example, language or phonetics labs?

Assessments

- What is the split between exams / coursework / group projects?
- Do I need to complete dissertation or research-based project?
- How will I decide on a subject for my dissertation? Will I have help?
- Will I get the opportunity to do modules in any other faculties?

Prospects

- What employment opportunities does this course usually lead to?
- What have graduates on this course gone on to do?

What to ask on a media, journalism and PR-related open day

Budding reporter or public relations officer? If you're heading off to a university open day to find out more about a prospective course, here are the key questions you should ask.

About the course

- Are my lecturers also still working in industry?
- How much of the course is theory and how much is practical?
- What skills will I learn on this course? E.g. shorthand, IT skills...

Facilities and equipment

- What books are necessary for me to buy?
- How much time will I need to spend studying each week?
- Will we get to work with equipment? Cameras?
- Placements and work experience
- Should I look for relevant work experience before I do this course - is it needed?
- Do I need to arrange placements during this course?

Assessment

- What is the split between exam/coursework/Group works/Presentations?
- Do I need to complete dissertation/ research based project?
- How should I choose the subject of my dissertation?
- How much do placements count towards grades?

Graduate prospects

- How could I make the most out of this course?
- Does the uni have contacts in industry I can use?
- What do previous graduates go on to do?

American studies

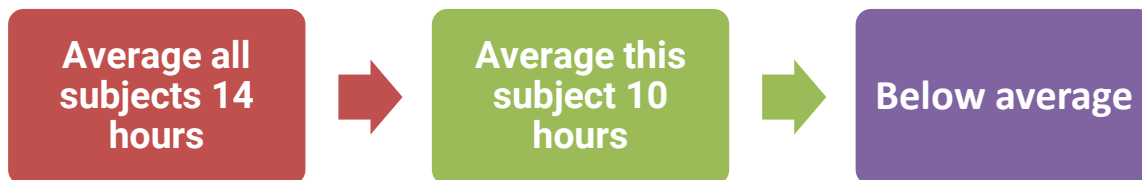
Are you fascinated by American culture? If so, American studies could be for you. This interdisciplinary degree involves the study of American culture, literature, history and politics. Many courses offer the opportunity to spend a semester or even a year at an American university. American studies graduates go into a wide range of jobs, including marketing and PR, the arts and business project management.

Example course modules

- The American presidency: leadership and power
- American film studies
- American literature and social criticism
- African American
- Issues in American politics
- Slavery: history and culture, 1619-1865
- The contemporary American novel
- America in the 1960s
- American modernity
- Religion and American culture

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)

A-levels (or equivalent) usually required

- English literature or history

Useful to have

- Politics

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

Examples of degrees and combined degrees for BHASVIC student's 2019 entry

- English Literature and American Studies
- American Studies
- American Literature with Creative Writing
- Politics and American Studies
- American Studies and Politics with a Year Abroad

Career prospects

Just 620 UK students graduated with American studies degrees in 2012, so it's one of the smaller subjects in terms of student numbers. The recession has been rough on graduates from these degrees and the unemployment rate is currently higher than we'd expect in better economic conditions, but this should get better as the economy improves. Most graduates stay in the UK once they graduate, and about one in five go into further study, mostly to take Masters degrees in subjects like history, journalism, politics and business. Graduates tend to go into any general graduate jobs, in management, education, marketing and PR, the arts and business project management.

Transferable skills

Public speaking and speaking in groups, communicating confidently, building rapport & relationships, time & project management, negotiation skills, teamwork & leadership

What employers like about this subject

Students of American studies will learn subject-specific skills in understanding American culture and history, and the way America interacts and influences the world, along with the skills to understand, analyse and criticise a range of forms of cultural expression including literature, media and film. Transferable skills you can develop include excellent communication, research, critical thinking and project management. American studies graduates find jobs in publishing, education, advertising, retail management, consultancy and government.

Creative Writing

Creative writing courses aren't just for budding authors, but could suit anyone who wants to develop their written and spoken communication skills for careers such as advertising, publishing or journalism. You study novels, poetry, plays and screenplays for inspiration, develop your own writing skills and learn to critically assess your own work. Degrees can include workshops with practising writers and publishers, the opportunity to showcase your work at literary events and residential writing courses.

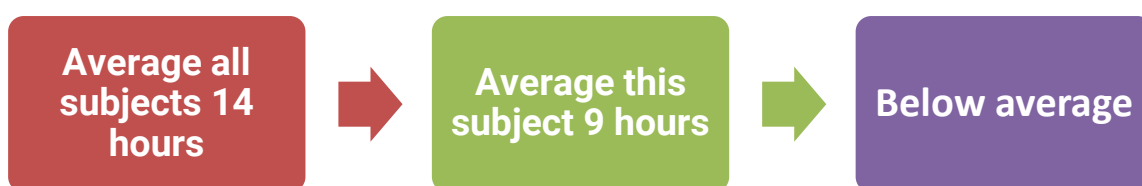
- LOTS OF READING
- COMMUNICATION SKILLS
- BA
- INDEPENDENT STUDY
- COURSEWORK-INTENSIVE
- ESSAY-WRITING
- PUBLISHING
- JOURNALISM

Example course modules

- Thinking about literature
- Writing the short story
- Screenwriting
- Writing comedy
- Writing modern drama
- Literary aesthetics
- Writing for the media
- Poetry for page and stage
- Short stories
- Travel writing

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)

What students say about creative writing

Creative writing is a subject that seems like a laidback one - a bit of story writing and you're done, easy, right? - but it's not. You need to be hardworking, creative (obviously!) and involved. Stories may rather easily come to mind, but it takes time, effort and skill to put pen to paper and create what is in your mind - and even then, you'll hate a lot of what you've written and want to start again. Creative writing is a subject that requires a lot of effort and input, it requires you to get involved in class and share your work and ideas, because you never know where someone's feedback will lead you. Ultimately, though, when you finally get that 'bit of story writing' spot on and just how you like it, the effort is all worth it. Especially if your grades reflect your work!

1st year, University of Essex

The content of the course is tailored towards improving you as a writer, not telling how to write or imposing how/ what they think you should be writing, but encouraging your own creativity and helping you build upon your 'writer's toolbox'. The type of work we usually do is creative exercises, during which we are often given a task in small groups to create an idea, for example, one group might be given the task of creating a world for a story, then another might be given the task of creating characters, and another group given the task of creating a storyline guiding the character through the world. Exercises such as this help develop a writer's ability to create and adapt their own ideas and techniques whilst learning what others might do in the same situation.

1st year, University of Bedfordshire

On the creative writing course we are asked to do weekly assignments; these are signed each week as proof that they have been completed. They are added to our portfolio which is marked at the end of semester along with our essays. There are no exams. In year 1 and 2 we also work in group presentations. There is a wide variety of modules to choose from in different writing areas, which helps to expand our knowledge of what we would like to specialise in. There are opportunities to perform our work and also submit it to the university's publications. These are student-run with the support of tutors.

3rd year, University of East London

A-levels (or equivalent) usually required

- No Specific Requirements

Useful to have

- English

Application checklist

- January application
- Personal statement

Examples of degrees and combined degrees for BHASVIC student's 2020 entry

- Film Industries and Creative Writing
- English with Creative Writing

Career prospects

It's been a difficult recession for this subject - which includes creative writing and scriptwriting courses - so unemployment rates are currently looking quite high overall, with salaries on the lower side. This should get better as the economy improves. Graduates often go into careers as authors and writers and are also found in other roles where the ability to write well is prized, such as journalism and advertising. Be aware that freelancing and self-employment is common in the arts, as are what is termed 'portfolio careers' - having several part-time jobs or commissions at once.

Transferable skills

Public speaking and speaking in groups, communicating confidently, building rapport & relationships, time & project management, negotiation skills, teamwork & leadership

Jobs where this degree is useful

- Journalist
- Playwright
- Public relations officer

Other real-life job examples

- Stage director
- Press officer
- Web content manager

What employers like about this subject

Creative writing students can learn a range of subject-specific skills including a grounding in the technique and forms of creative writing; how to develop ideas in writing and the principles of writing for different audiences from theatre to online. Transferable skills you can develop include first-rate communication skills, project management, team-working, self-motivation and time management. Creative writing graduates find jobs in publishing, education, advertising, TV and film and the performing arts.

Drama, Theatre studies & Performing Arts

Picture yourself on stage or front of camera performing, or behind the scenes designing or directing? If you're considering a degree in drama or theatre studies, you'll first need to decide on the type of course you prefer. Some combine studying the history of theatre and reading and analysing plays with performance skills, while others are much more practical and performance-focused - think acting, musical theatre, costume design and stage management skills in set design, lighting and sound. If you're choosing a performance-based course, expect to attend an audition to showcase those theatrical talents.

Example degrees: Some combine studying the history of theatre and reading and analysing plays with performance skills, while others are much more practical and performance-focused - think acting, musical theatre, costume design and stage management skills.

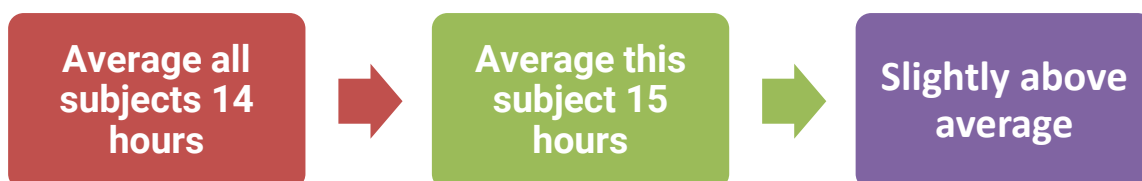
- PRACTICAL PLACEMENTS
- COMMUNICATION SKILLS
- BA
- COURSEWORK-INTENSIVE
- PRACTICAL WORK
- MUSICAL THEATRE
- PERFORMANCE
- ACTING
- STAGE MANAGEMENT
- DIRECTING

Example course modules

- Playwriting
- Devising and physical theatre
- Acting for stage
- Postdramatic performance: composed theatre
- Theatre skills
- Drama in context
- Theatre making: scenography and technology
- New Shakespeares
- Performance: from ritual to spectacle
- Stage and screen productions

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) [The Complete University Guide](#) [The Times](#)

What students say about drama and theatre studies

Two hours of lectures, two of seminar and six of practical each week. Most of the course is very interesting. Acting, scripting and directing is my favourite module. No exams - purely essays, log books, portfolios and practical work.

1st year, De Montfort University

My drama course has slightly less teaching time than other courses, but not so you would feel you don't do enough. The course content covers a wide range of subjects from performance art to stand up comedy, so as long you have an interest in any aspect of drama, you will probably find something interests you. The assessments are a combination of essays, presentations and practical performances/workshops, which are evenly distributed either within a module or you can take one practical and one academic module.

1st year, University of Kent

Theatre studies may not have the most packed timetable (we received about six to nine hours of contact time per week in first year), but there is a lot of extra work to do outside of class hours. For example, reading plays, doing extra research, extra rehearsals and so on. The modules on my course are a good mix of theory and practice, which means you are constantly being challenged.

1st year, University of Surrey

A-levels (or equivalent) usually required

- No requirement

Useful to have

- English
- Drama/ theatre studies
- Performing Arts
- English literature and language

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

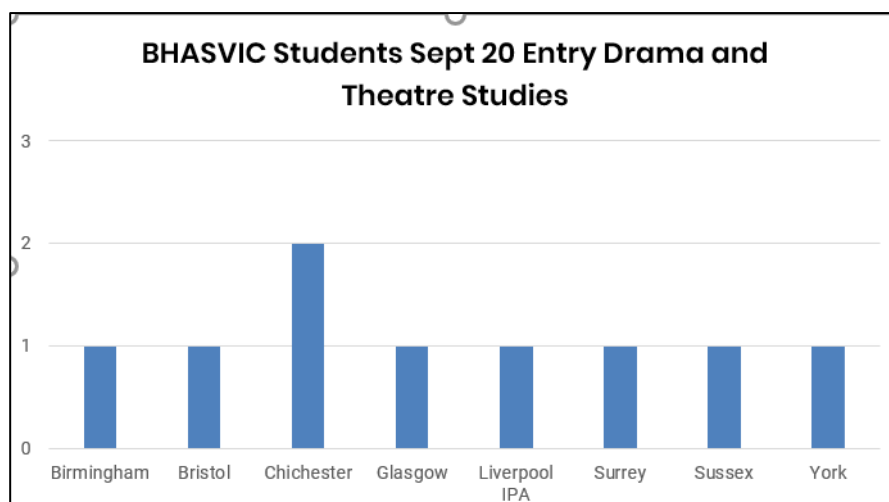
- January application
- Personal statement
- Audition

BHASVIC Sept 20 Entry Information

In Sept 2020, 9* BHASVIC students went onto study Drama and Performing Arts degrees at 8 different universities.

*Many Drama & Performing Arts students choose an alternative route to study at a specialist Conservatoire such as the Guildhall School of Acting & Drama.

Students can study Performing Arts through a BTEC or an A level route at BHASVIC which are equivalent qualifications.



Top 10 Universities for Drama and Performing Arts - Complete University Guide 2020

- Glasgow, Exeter, Birmingham, Sussex, Aberdeen, Essex
- Warwick, Lancaster, Royal Central School of Speech & Drama – all very high student satisfaction scores
- Leeds, Royal Conservatoire of Scotland, Arts University Bournemouth - all with top graduate prospects

Examples of degrees and combined degrees for BHASVIC student's 2020 entry

- BA (Hons) Acting
- Certificate of Higher Education in Introduction to Acting
- Drama and English
- English and Drama
- English and Theatre Studies

Employability

Jobs in acting are very sought-after and often gained through personal contacts, so be prepared to practise your people skills. But there are lots of roles in the arts for drama students, in direction, production, design, journalism and PR. The skills taught by drama courses can be useful elsewhere – a lot of the economy can use people who can perform and present in front of others, and so drama graduates can be found in teaching, management, advertising, project and events organisation and community work. Be aware that freelancing and self-employment is common, as are what is termed 'portfolio careers' – having several part-time jobs or commissions at once – over one in ten drama graduates last year had more than one job on the go at once after six months.

What employers like about this subject

A degree in drama or theatre studies will help you to develop a number of subject-specific skills including performance training; theories of drama and the use of technology in the performing arts and arts management. Transferable skills you can gain from studying drama and theatre studies include

communication and presentation skills, team-working, self-motivation, research and critical thinking. Drama and theatre studies graduates get jobs with a range of employers including theatres and arts organisations, broadcasters, schools, colleges and universities, welfare organisations and advertising agencies.

Transferable skills

Public speaking and speaking in groups, communicating confidently, building rapport & relationships, time & project management, negotiation skills, teamwork & leadership

Example careers

- Performer
- Theatre stage manager
- Community arts worker
- Further education teacher
- Media researcher
- Secondary school teacher
- Television floor manager
- Arts administrator
- Theatre director
- Events manager
- Community worker
- Stage manager

Local market information

For acting experience, join drama societies at university or local amateur dramatics clubs. This will help hone your craft and gain you exposure to industry professionals. You can also sign up to an agency for work as an extra and for small roles or adverts.

Take or send your CV to relevant organisations asking for any experience they can offer - don't be picky about the opportunity, as even in basic roles you'll learn a lot, make contacts and enhance your CV.

Personal statement advice: drama

Personal statement advice: Drama

Admissions tutors were asked how you can ensure your personal statement gets top marks.

Are you writing a personal statement for drama? Here's how to make sure that your enthusiasm for drama extends beyond the curriculum...

Being clear about the type of course you're applying for (especially the balance of practice and theory) is key to an impressive personal statement, according to admissions tutors.

For more advice, take a look at our guidance on writing your personal statement. And here's how to prepare that all-important audition piece.

What to include in your drama personal statement

Nick Strong, Drama Admissions Selector at Aberystwyth University, explains:

Drama basics:

- Genuine enthusiasm for drama, along with evidence that you've studied or read beyond the curriculum.
- Good analytical and critical skills – with examples of how you've used and developed these in practice.
- Skills gained from your critical and creative experiences, both within and outside your studies, or how you feel you've benefited from them.
- How any positions of authority, charity work, employment, hobbies or other relevant activities have benefited your development, or their relationship to drama.
- Your interest in the professional expression of the subject, such as theatre-going or the work of particular directors, actors, designers, film makers or theatre companies.

More about what drives you:

- Ensure your personality comes across in your personal statement – in particular your creativity, enthusiasm, energy or dedication to drama.
- If you can, articulate your career aspirations and how your degree will help you gain the experience, knowledge, and skills to help you prepare for it.
- Professor Anna Furse, Head of Theatre and Performance at Goldsmiths, University of London, advises applicants to be clear about whether they are looking for a course with a practice-theory ethos at an interdisciplinary university like hers, or a more practical course at a conservatoire or drama school. 'It's fine to apply to both,' she says, 'but simply be aware and don't write too generically'.
- For her kind of course, she is interested in applicants who are looking for a broader education in the range of creative, technical, and intellectual skills, that will prepare them for a wide range of careers in the performing arts.

Language and structure of your personal statement:

- Your personal statement should flow logically and be as engaging as possible, making the reader want to read on and show you can articulate your ideas in a succinct but interesting way.
- Get the right balance between subject-specific material and outside interests, which Nick Strong suggests should ideally should be 75%/ 25%.
- Check punctuation, grammar, spelling and syntax very carefully, as it may make the critical difference between two otherwise identical applicants.

What to avoid in your drama personal statement

- Overblown quotes: avoid starting your personal statement with a highbrow or pretentious quotation – tutors want to hear what you have to say, in your own words.
- Not expanding on your experience: don't just say 'I am captain of the football team'. Try 'through being captain of the football team I have gained the following experience...'
- Humour: a touch of dry wit can sometimes be effective and memorable, but equally, experimenting with jokes in your personal statement can be risky and backfire badly, so judge this with care.
- Giving the impression you haven't researched the course content: that's why Professor Furse at Goldsmiths would advise applicants for her particular course to avoid saying things like 'I simply love to perform and want to be a musical star'. 'It's fine to have a passion to perform', she says, 'but think also about why you want a university degree and tell us about this'.

- Irrelevant experience: starting with something like 'I have wanted to be an actor ever since I was third shepherd from the left in a nativity play when I was three' is a definite no-no. Focus on your most recent and relevant creative experiences.

https://web.ucas.com/ps_drama

English language and literature

Do you enjoy reading and analysing books, plays and poems and sharing your ideas with others? Are you interested in how children acquire language, how English is structured and how it can be used for communication, such as in creative writing or advertising? If so, you may be interested in studying English literature or language, or combining the two. Graduates go into a wide range of careers including journalism and media as well as law, accountancy and business.

Example English Language degrees: You can choose to study straight English Language or combine to an English degree. You can specialise in creative writing and linguistics. Closely allied are a range a of journalism, media and screenwriting degrees.

Example English Literature degrees: You can choose to study straight English Literature or combine to an English degree. You can specialise in literature such as Scottish Literature (Glasgow), Classical Literature (Leeds), German Literature.

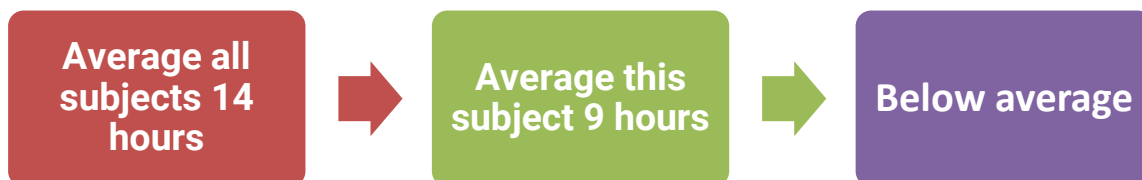
- LOTS OF READING
- COMMUNICATION SKILLS
- BA
- THEORETICAL AND CONCEPTUAL
- COURSEWORK-INTENSIVE
- INDEPENDENT LEARNING
- LINGUISTICS
- CREATIVE WRITING

Example course modules

- Explorations in literature
- Chaucer: texts, contexts, conflicts
- Shakespeare in performance
- Renaissance literature
- Modernist fiction
- British romanticism
- Literary and cultural theory
- Stylistics
- Aspects of modernism

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) [The Complete University Guide](#) [The Times](#)

What students say about English language and literature

Studying English language is hard work, but rewarding. The content is diverse, ranging from scientific phonological speaking processes to language in the media. In my second year I swapped one module for a work placement, which not only eased my workload, but was an amazing chance to boost my employability post-degree.

2nd year, University of Huddersfield

As an English student, like at any university, my contact hours are limited. Due to the nature of the course involving a lot of private study and reading/ writing time, English students tend to be in classrooms and lecture halls a total of eight hours a week. Those eight hours are well spent, though - lectures introduce and give a detailed background of knowledge on the week's topic, while seminars are fantastic for really engaging with the materials and having deep and interesting discussions about the texts. With such little contact time, it does require a good amount of self-discipline and genuine interest in the subject to get the most out of the course, but when you're really into what you're doing, it's an incredibly educational and rewarding course.

1st year, Sheffield Hallam University

The content of my course covers all the key areas of the subject: poetry, drama, novels and film adaptations. Although some topic areas are similar to those covered in A-level (eg. gothic), they are revisited in much greater depth and with greater focus, using a breadth of texts and points of history. Assessments are varied between coursework pieces, presentations and end of year examinations within the summer period.

1st year, De Montfort University

A-levels (or equivalent) usually required

- English literature / language

Useful to have

- history
- Religious studies
- French or another foreign language
- Latin or another classical language

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

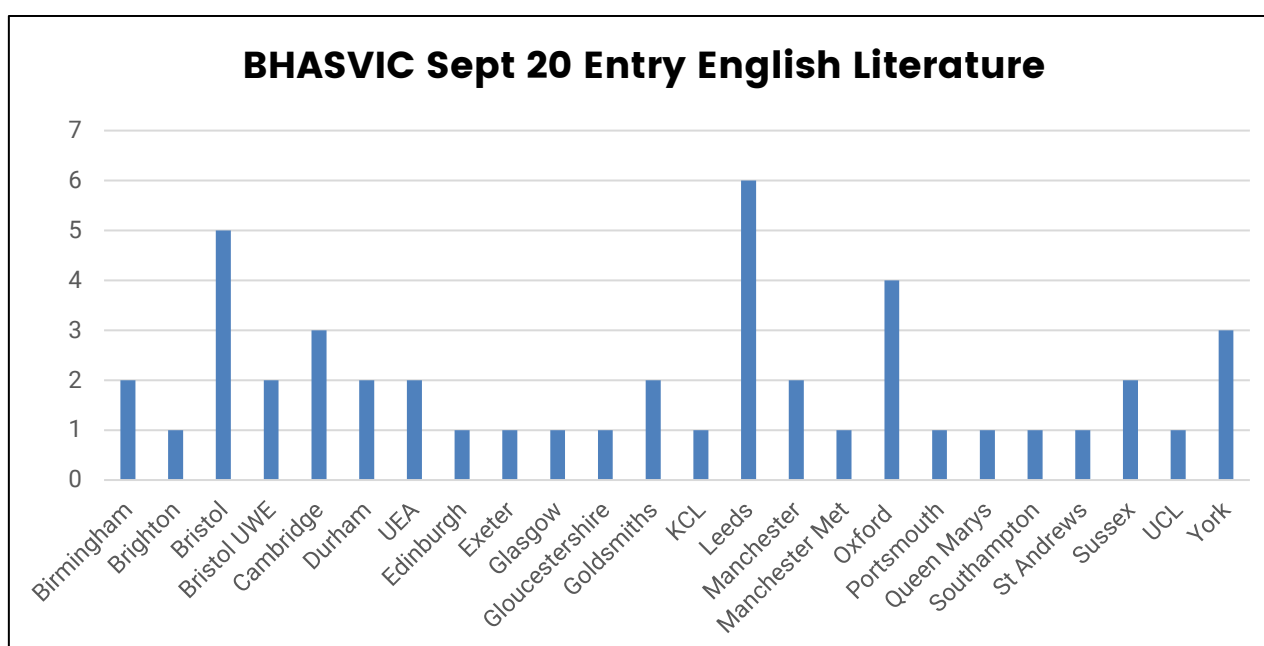
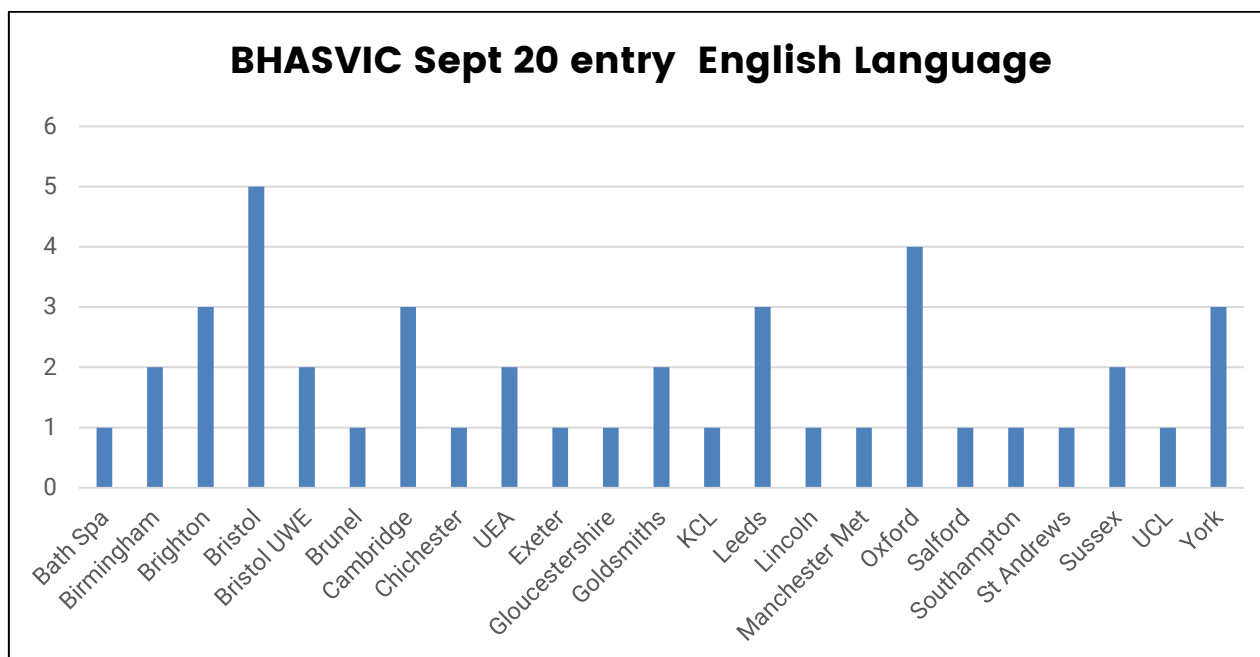
- January application
- Personal statement

BHASVIC information Sept 20 Entry

English Language: In Sept 2020, 43 BHASVIC students studied English Language at 24 different universities. English language at university level links well with Creative Writing and Journalism

English Literature: In Sept 2020, 47 BHASVIC students studied English Literature at 24 different unis.

English remains year on year one of our top ten subjects for University study. Students study English Language, English Literature or a combination of both at A level.



Top 10 Universities for English - Complete University Guide 2020

- Durham, St Andrews, Cambridge, Oxford, UCL
- Exeter, Newcastle, Loughborough, Surrey – all very high student satisfaction scores
- Nottingham, Lancaster, Birmingham, Sussex - all with top graduate prospects

Examples of degrees and combined degrees for BHASVIC student's 2020 entry

- Languages, Cultures and English
- English Language and Creative Writing
- English Language with Spanish
- Fashion Journalism
- American Literature with Creative Writing
- English Literature/Anthropology
- Theatre Studies/English Literature

- Journalism, Media and English Literature
- Sports Journalism
- English
- English Language and Literature
- English with Year Abroad
- English Language
- English Literature/Anthropology
- English with Film Studies
- English Language and Linguistics
- English and Film Studies
- English with Creative Writing BA
- English and Classical Studies
- English Language and Linguistics
- Classics II and English
- English Language and French
- English and Spanish
- English Literature and American Studies
- English and Philosophy
- English Literature and History
- English and Drama
- English and Theatre Studies
- English Literature/French (4 years)
- German and English Literature
- English Language with Spanish

Employability

As good communication is so important to modern business, you can find English students in all parts of the economy. There isn't a lot of difference in terms of outcomes between taking English language or English literature, so choose the one that suits you and don't worry about whether one is more likely to get you the job you want than the other. Those studying English will also learn a number of useful transferable skills including communication, time management, research, critical thinking and project management. These skills are in demand from an array of employers including schools, marketing, PR and advertising agencies, publishers, magazine and newspapers, government, banks, theatres, the film industry and market researchers.

What employers like about this subject

If you study English, you can learn range of subject-specific skills depending on the exact modules you take. These skills can include analysis of texts, criticism and theory; how language varies and is used and, of course, how to communicate well in writing and speech. Those studying English will also learn a number of useful transferable skills including communication, time management, research, critical thinking and project management. These skills are in demand from an array of employers including schools, marketing, PR and advertising agencies, publishers, magazine and newspapers, government, banks, theatres, the film industry and market researchers.

Transferable skills

Teamwork, Technical ability, Problem solving, Social Skills, Organisation, Numeracy, Communication, Attention to detail, Administration, Analytics, Discipline

Example careers

- Academic librarian
- Arts administrator
- Film director
- Information officer
- Marketing executive
- Public relations officer
- Records manager
- Social media manager
- Teacher

Local market information

As English is a non-vocational course, the skills developed outside your study are also vital in developing a well-rounded CV. While at college and university, for example, many English students write for student newspapers and magazines, get involved with student radio or film societies, or volunteer in the community or local schools. Evidence of any skills gained from work experience and extracurricular activities, as well as through study, can help boost your job prospects.

Personal statement advice: English

Are you looking to study English literature or language at university? You'll need to pay attention to more than just your spelling and grammar, according to admissions tutors.

Here's what else budding literary students will need to showcase – or avoid – in their applications.

What do English tutors look for in a personal statement?

If you're about to start drafting your personal statement, thinking about this question is a good place to kick off your thought process. Here's what a couple of admissions tutors we spoke to said...

'A succinct and focused statement that:

- specifies the kind of books you enjoy
- details the specific aspects of literary study that appeal to you and, crucially, why
- is written in good English (naturally), using correct punctuation and uncomplicated syntax.

'Turn offs? Deep and meaningful philosophical statements, overlong sentences, baroque syntax, and incorrect punctuation...' Dr Luke Thurston – Director Of Recruitment For English & Creative Writing | Aberystwyth University

'You should be specific about the texts, contexts, and critical tendencies that really excite you. We read hundreds of statements each year, but genuine passion and detail will always catch our eye.

'Be wary of writing about authors or texts that are almost certain to attract a huge amount of popular attention, whether it be Kerouac's *On the Road*, the Harry Potter series, or Joyce's *Ulysses*. Try to be original and passionate without waxing lyrical.' Dr Pdraig Kirwan – American Literature Lecturer | Goldsmiths, University Of London

Which texts and authors should you cover?

- Do use your statement as an opportunity to discuss one or two specific writers you're interested in – and preferably one who isn't on the English syllabus. It's a great way of demonstrating your interests and what inspires you about the study of literature.
- Be genuine. Tutors want to hear an account in your own words of those books and features of literature that you found most enjoyable. But, while you might want to try and think outside the box by picking a more unusual novelist or poem, don't be obscure just for the sake of it. An insightful, imaginative, and critical response to literature is what will impress, not what's on your bookshelf.
- As Keele University says, it's fine to talk about your wider cultural insights too, such as plays you've seen or pieces of journalism you've liked.

What else should you include?

- A strong opening – like the literary greats, you need to engage the reader from the very first line. Avoid gimmicks by keeping it specific. 'I don't want a philosophical essay on the joys of reading, I want to know what turns you on about literature – start with that', one admissions tutor told us.
- Evidence that demonstrates you're an analytical reader – not just someone who enjoys reading. For example, University of Bristol admissions tutors want to see some evidence of your analytical approach to the books you've read, and for you to express this in a way that shows clear thinking and understanding.
- Your long-term career goals – if you have a profession in mind, do expand on this (warning: just saying you 'want to be a journalist' will make you sound like thousands of others). If you don't know what you want to do yet though, don't worry.
- Your ambitions – according to Dr Emma Bainbridge, an English Admissions Officer at the University of Kent, expanding on what you hope to achieve while studying literature, not just what you already know, will impress.

English personal statement pitfalls to avoid

- A boring opening – avoid 'I have always loved literature/reading' or 'I have always had a passion for literature...!'
- Irrelevant context – talking about the Beatrix Potter book you were given when you were six probably won't impress.
- Overblown language – English applicants need a strong writing style, but don't go overboard. Cut lines like 'I was totally encapsulated by *To Kill a Mockingbird*' or 'my achievements at school were vast', and limit reaching for that thesaurus.
- Cut the cheese – the University of Southampton very sensibly suggests avoiding rhetorical phrases like 'So why English and philosophy, then?' You are applying to an English department, not *The Apprentice*.
- Poor spelling and grammar – it is an English degree, after all!

Extracurricular interests

- Most universities like to see some detail of this, but keep it interesting and brief – probably 20% maximum – and ask yourself why it's relevant. For example, your experience listening to or coaching readers in your local primary school will probably make more impact than playing badminton.

- How much you dedicate in your statement to outside interests will also depend on the kind of English degree you're applying for, or whether you're combining it with another subject.
- Dr Antonella Castelvvedere at University Campus Suffolk, whose degree course focuses on English language as well as literature, is looking for students to reflect on both elements, and mentions book group membership, theatre attendance, cultural projects or voluntary work in schools as examples of the kind of activities that would impress – along with anything that demonstrates inquisitiveness or critical thinking.

Put your personality into it

The English department at Royal Holloway reinforces Dr Thurston's point above about being turned off by 'deep and meaningful philosophical statements'. The bottom line is, they would much rather read about you, your tastes in reading, your cultural activities, your aspirations, and some of your relevant personal experiences.

In summary, do try to give them a sense of your analytical approach and the breadth of your literary or cultural interests. But engage them with your passion and enthusiasm too.

https://web.ucas.com/ps_english

Other routes

Higher apprenticeships (Level 4)

- [Assessor/coach](#)
- [Marketing executive](#)
- [Public relations and communications assistant](#)

Degree apprenticeships (Levels 5 – 7)

- [Academic professional](#)
- [Digital marketer integrated degree](#)
- [Learning and development consultant/business partner](#)
- [Learning and skills teacher](#)
- [Marketing manager](#)
- [Teacher](#)

Sources & Links

[English Subject Guide | Why Study English At Uni? | UCAS](#)

[National Council for the Training of Journalists](#)

[Chartered Institute of Linguists](#)

[Institute of Practitioners in Advertising](#)

Film & Media

Whether you are interested in film or media you will need to learn a mix of creative and technical skills. Photography courses include composing and taking photographs and digital or darkroom techniques to manipulate images. Film courses can include directing and camera work, sound and lighting as well as post-production techniques, such as editing, colouring and visual effects. Alternatively, on film studies courses you can study the history and social impact of cinema.

Example degrees: You can choose to study a skills based degree such as Film Production or a more theory based degree. There are many centres of excellence throughout the country so research your options carefully

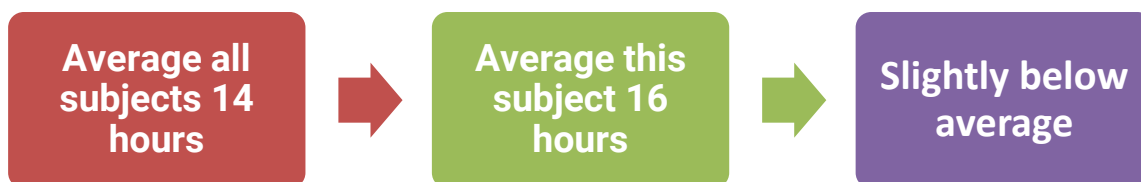
- BSC
- PRACTICAL PLACEMENTS
- BA
- INDEPENDENT STUDY
- COURSEWORK-INTENSIVE
- PRACTICAL WORK
- STUDIO-BASED
- TECHNICAL
- DOCUMENTARY

Example course modules

- Production skills
- Creative ideas for film and television
- Film and television: history and contexts
- Storytelling for the screen
- Representation and construction in photography
- Society and media
- Professional and reflective practice
- The business of film and TV
- First fictions

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)

What students say about film & media

I do film studies. The content of the modules ranges from practical filmmaking to history, analysis, critical debates, etc. I found some modules particularly interesting and challenging - for example, auteurism, a thorough study of the concept of artist-author in film, which takes in the work of many critics and amazing European filmmakers.

1st year, Queen Mary University of London

I study media film production and it is a full-on, full-time course that requires your full participation. It is an extremely challenging course and although not all the content is interesting, it is all important. The workload is very practical - just one essay and no exams - and the rest is film-making and doing presentations, so it's great for confidence building.

1st year, Staffordshire University

A-levels (or equivalent) usually required

- No Specific Requirements

Useful to have

- Photography
- Art
- Design technology
- Film Studies
- Media studies

Application checklist

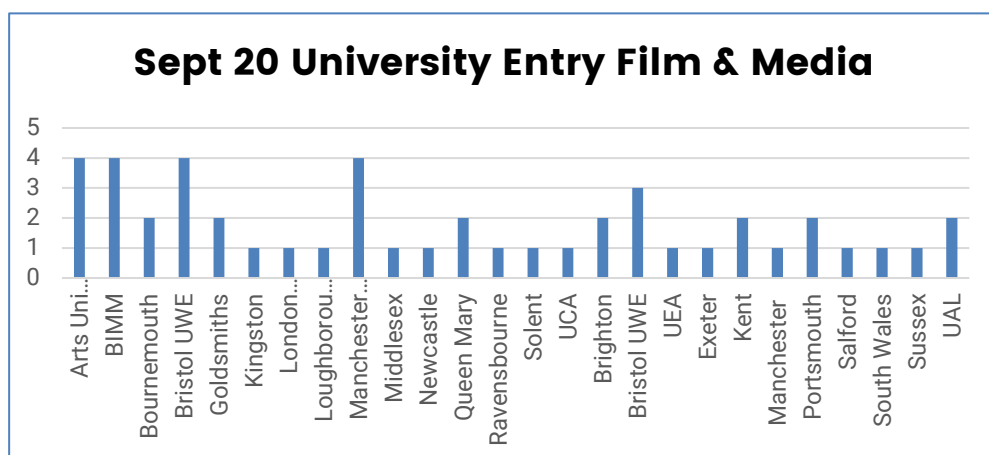
Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement
- Portfolio
- Interview

BHASVIC information Sept 20 Entry

In Sept 2020, 48 BHASVIC students went on to study Film & Media degrees at 26 different universities.

It is difficult at a university level to separate the two A levels Film Studies and Media as many university level degrees encompass the academic and practical rigours of both.



In addition to University study, students take advantage of institutions such as Brighton Film School and BIMM to continue their studies.

Some courses focus on media & culture in society while others include practical elements, such as TV, film and radio, scriptwriting or journalism. Research courses carefully - find the right mix of theory & practical skills for you.

Top 10 Universities for Film & Media – Complete University Guide 2020

- **Strathclyde, Leeds, Loughborough, Surrey, Sheffield**
- **Newcastle, Lancaster, Southampton, Cardiff** – all very high student satisfaction scores
- **Nottingham, Sussex, Leicester, Keele** - all with top graduate prospects

Examples of degrees and combined degrees for BHASVIC student's 2020 entry

- Film Production
- Film
- Multimedia Journalism
- Animation
- Filmmaking
- Media Production
- Digital Arts Computing
- Media and Communications
- Filmmaking
- Film Practice
- Media and Communication
- Digital Media and Communications
- English and Film
- Fashion Promotion
- Film Practices
- Film Studies
- Fashion Buying and Brand Management
- Fashion Graphics
- Film Production
- Fashion Communication with Business Studies
- Film and English
- Film and Television
- Film Studies and English Literature
- Film & Television Studies
- Film and History
- Film with a Year Abroad
- Fashion Marketing
- Film Production
- Advertising Design
- Filmmaking
- Fashion Photography
- Media Communications

Employability

The UK has a world-class media industry in film, print and broadcast media, worth billions to the economy, so it's hardly surprising that ambitious and talented students want to work in it. But be realistic – some parts of the industry have struggled during the recession and jobs are amongst the most competitive around. If you want to be a star in front of the camera or in print, you might want to look at other options. Media studies graduates are the most likely graduates to get into the media industry (in 2018, one in seven grads entering the media had a media studies degree) but they're more likely to be directing, or operating sound or video equipment, or researching.

What employers like about this subject

The study of media and film will help you to learn a range of subject-specific skills, including the use of audio-visual technology; how to plan, develop and realise creative works and a grounding in the theory of photography and/or film. Transferable skills you can gain from film and photography degrees include communication skills, commercial awareness, self-motivation and flexible and independent working, and these skills are sought after by employers from industries such as film, publishing, television, public relations, photography, design, computing, education and the arts.

Transferable skills

Teamwork, Technical ability, Problem solving, Social Skills, Organisation, Numeracy, Communication, Attention to Detail, Administration, Analytics, Discipline

Example careers

- Programme Researcher
- Runner, broadcasting/film/video
- Social Media Manager
- Television/film/video Producer
- Web Content Manager
- Broadcast Journalist
- Event Manager
- Magazine Journalist
- Writer Video editor
- Professional photographer
- Broadcasting production assistant
- Interactive media designer
- Marketing assistant
- Multimedia web designer

Local market information

The Cannes Film Festival was chosen to announce the serious skills shortages for 'back-room' roles in the Film and Production sector. Skilled technical staff, construction workers, make-up, hair and costume artists, and other 'back-room' jobs are in high demand with 33% of production companies facing recruitment difficulties in the last year. A series of cinema advertisements has been released to highlight case studies of those who have achieved satisfying careers in the world of film and television. The British film and television production sector employ over 80,000 people of which 55,000 work in film and video.

Other routes

Higher apprenticeships (Level 4)

- [Assistant technical director \(visual effects\)](#)
- [Cultural heritage conservation technician](#)
- [Junior 2D artist \(visual effects\)](#)
- [Marketing executive](#)
- [Post-production technical operator](#)

Degree apprenticeships (Levels 5 – 7)

- [Assistant technical director \(visual effects\)](#)
- [Bespoke tailor and cutter](#)
- [Broadcast and media systems engineer \(degree\)](#)
- [Creative industries production manager \(degree\)](#)
- [Cultural heritage conservator](#)
- [Marketing manager](#)
- [Outside broadcasting engineer \(degree\)](#)

Sources & Links

[Film, cinematography, and photography | Subject guides | UCAS](#)

Journalism

Journalism today means having the skills to gather, write and present information across a variety of media platforms - newspapers and magazines, TV, radio, online and on social media. As well as writing and reporting, some courses include learning how to use production equipment (in university-based TV studios and radio stations), and industry-level computer software, such as for video editing. Some courses specialise in sport, fashion, music or magazine journalism.

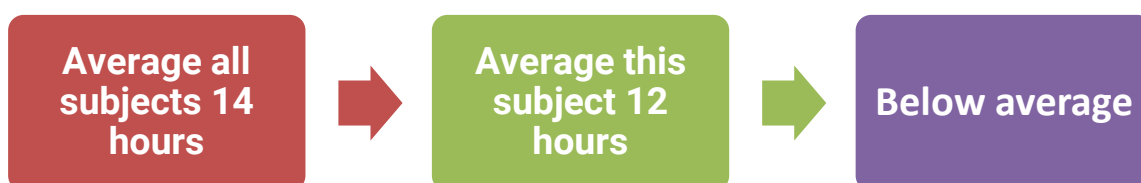
- SPORT
- VOCATIONAL
- PRACTICAL PLACEMENTS
- BA
- INDEPENDENT STUDY
- COURSEWORK-INTENSIVE
- PRACTICAL WORK
- FASHION AND TEXTILES
- MAGAZINE

Example course modules

- Data journalism
- Introduction to public affairs
- Editorial practice: multimedia journalism
- Law and the media
- Reporting UK local government
- Magazine journalism
- Audio journalism
- Shorthand
- Print production
- Conflicting images: news and the media

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) [The Complete University Guide](#) [The Times](#)

What students say about journalism

There is a practical side to the course, with news writing and feature writing, where we have the opportunity to go out and find and write real stories. The academic side is also very interesting and is the opportunity to explore the debates evolving in the industry. We are essentially assessed through coursework, with essays and practical work. In the second year, there is one exam in media law. There is a newsroom used by the third years who produce the university newspaper, The River.

2nd year, Kingston University

I study journalism. The course is very hands-on and has a lot of personal study time, so you have to be really motivated to study on your own. There are some essays throughout the course, fewer exams, but lots of practical assessments. You have to be a bit outgoing for the course as shyness could lose you marks.

3rd year, Edinburgh Napier University

As part of the multimedia journalism course, I've taken a number of modules, including news and features, broadcast journalism, online journalism, shorthand, media law and global current affairs. You are expected to hand in academic essays, articles, TV packages, audio features, magazine layouts and annotated bibliographies. You really are given a wide range of assignments.

3rd year, Bournemouth University

A-levels (or equivalent) usually required

- No Specific Requirements

Useful to have

- English
- Media studies

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

Examples of degrees and combined degrees for BHASVIC student's 2019 entry

- Journalism and Communications
- Sport Journalism
- Journalism
- Fashion Journalism

Career prospects

Journalism roles are very sought after, and competition fierce. It's not impossible to get into roles with a first degree – quite a few do - but they can often be insecure or on a freelance basis, and a lot of jobs in journalism go to postgraduates. Unpaid work is not the norm for new journalists, but it's rather more

common than for other roles. The skills you can gain from a journalism degree can be useful in a range of industries, and so grads from these courses can be found in a wide range of jobs. London tends to dominate the jobs market for journalism graduates, but 2012 graduates found opportunities elsewhere, particularly in the South East and North West.

Transferable skills

Teamwork, Technical ability, Problem solving, Social Skills, Organisation, Numeracy, Communication, Attention to detail, Administration, Analytics, Discipline

Jobs where this degree is useful

- Video editor
- Advertising executive
- Sub-editor

Other real-life job examples

- Journalist
- Web content manager
- Arts officers

What employers like about this subject

A degree in journalism will help you acquire an understanding of the practice and business of journalism; skills in journalism across multiple platforms and using a range of media and training on law and ethics. Transferable skills you can gain from the study of journalism include communication skills, research, time management and self-motivation, and these skills are sought after by employers in newspapers, magazines, television and radio, advertising, marketing and PR, IT, education and the arts. Personal statement advice: media studies and journalism

Personal Statement advice: Journalism

If you want to study media at university, or you think you're a budding journalist, you will need to show just how persuasive you can be by writing an effective personal statement.

The best personal statements are those that really go for it. Not in an off-the-wall kind of way, but by revealing something unique about you or your academic ideas or practical experiences. This is no place to hide behind waffle.

Be clear and focused

There's a wide span of media courses, ranging from the theoretical to the practical, and your statement should focus on the specific type of course you've chosen to apply for.

When it comes to media studies courses, start by being clear about the kind of degree you want to study. Do you want to analyse media, produce content, or a combination of both? Whichever it is, demonstrate that you're focused about this. Outline why you want to study the course, and the knowledge, ideas, or practical experiences you will bring to it.

Similarly, journalism personal statements need to set out why you want to study it, and how your knowledge and experience supports this – particularly in the case of professionally accredited journalism degrees. A vague, unsubstantiated ambition to be a journalist will not suffice.

Practical journalism courses

- If you're applying for practical journalism courses, competition for places could be fierce. Here's a selection of tips, courtesy of Bournemouth University, the University of Sheffield, and De Montfort University:
- State clearly why you want to study journalism, and explain that you know something about the work of the central figure in journalism – the reporter.
- Demonstrate creative writing ability, a good presentational style, accurate spelling, correct grammar, and a sound grasp of the English language.
- Read quality broadsheet newspapers and follow major developing news stories. Show you're aware of current affairs.
- Maybe explain what you noticed about how the reporting of a topical event differed depending on which publication you were reading, and the impact this may have had on shaping public perception.
- Show you understand the power the media has, and the importance of reporting facts clearly and concisely.
- Show that you can express your own opinions and thoughts, and know how to tell stories to different audiences.
- Demonstrate your interpersonal skills, persistence, and an ability to dig deep into a wide range of topics.

Work experience in your personal statement

For practical journalism courses, some (though not all) unis will insist on work experience.

If you can, try to gain some work experience within a media environment, ideally in a newsroom of a local newspaper office. Free newspapers, local or hospital radio, or a TV newsroom could also give you insights into the reporter's job.

What did you learn? What skills did you observe as being particularly important? How has the experience impacted on your motivation to further your studies in journalism? See our guide for how to make work experience count in your personal statement.

Alternatively, are there any other settings where you've written for an audience, such as your own blog or your school newspaper? If so, what have you learned from this about working towards strict deadlines, or how writing pieces for an intended audience can alter the language and style you use?

If you've already had journalistic work published or broadcast, produced a blog, vlog, or podcast yourself, had a great reference from some relevant work experience; or anything else that may be relevant, consider sending them a link or clip separately.

https://web.ucas.com/ps_media

Sources & Links

[Journalism Subject Guide | Why Study Journalism At Uni? | UCAS](#)

<https://www.sussex.ac.uk/study/applicant/subjects/journalism>

Linguistics courses

How do children learn language? Why do people have accents? What causes a stammer? If these questions fascinate you, linguistics could be for you. Linguistics is the study of the structure of language, speech sounds and how we use language to convey meaning. Linguistics can be used in a variety of careers, such as helping adults regain speech after a stroke, supporting children who have difficulty communicating or developing computers that recognise or produce speech.

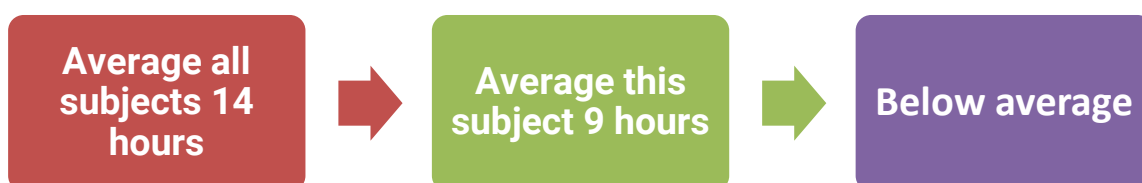
- COMMUNICATION SKILLS
- TIME IN LABS
- BA
- TIME ABROAD
- COURSEWORK-INTENSIVE
- INDEPENDENT LEARNING
- MODERN LANGUAGES
- ENGLISH LANGUAGE

Example course modules

- The structure and grammar of English
- Text analysis: genre and style
- Semantics
- Language and psychology
- Corpus linguistics
- Pragmatics, meaning and truth
- Non truth-conditional semantics
- Elements of linguistics: sound, structure and meaning
- Applications of linguistics
- Sound and voice

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) [The Complete University Guide](#) [The Times](#)

What students say about linguistics

My language and linguistics course is awesome! We're in for nine hours a week, usually one or two days every week! We cover everything from semantics, pragmatics and syntax, to social conversations and phonetics! It's extremely interesting (although often quite challenging!). We have some course-specific facilities including our phonetics lab, which is an excellent resource!

2nd year, Ulster University

For me, the fact that linguistics requires you to be equally strong across a lot of sub-disciplines like science and philosophy is a highlight, and is just challenging enough to make you really want to work. Some people find the diversity off-putting. It's a tiny department at Cambridge, so we don't have that much contact time - around eight hours per week is probably one of the least heavy schedules out of all the Cambridge courses. Still, we're turning out about four essays over ten days, plus preparing for practicals which are roughly fortnightly and more frequent for phonetics, so we get plenty of stimulation.

3rd year, University of Cambridge

A-levels (or equivalent) usually required

- No Specific Requirements

Useful to have

- Mathematics
- Modern foreign language
- English literature and language
- English language

Application checklist

- January application
- Personal statement

Examples of degrees and combined degrees for BHASVIC student's 2019 entry

- English Language and Linguistics
- Languages, Cultures and English
- French and Linguistics

Career prospects

Linguists are in demand across the economy, from marketing to IT, so this type of degree has a better than average employment rate. Graduates from language subjects are, not surprisingly, more likely than most others to get jobs working overseas, with Teaching English as a Foreign Language (TEFL) a popular option. Linguists are particularly likely to get jobs in marketing, finance, education and in management, but remember – whilst employers say they rate language skills, you need to have them as part of a whole package of good skills.

Transferable Skills

Communication (written and verbal), analysing language, attention to detail, presentation skills, flexibility and adaptability, resilience, problem solving, cultural awareness, confidence.

Jobs where this degree is useful

- Translator
 - Teacher of English as a foreign language (TEFL)
-

- Education or learning support officer

Other real-life job examples

- Recruitment consultant
- Advertising executive
- Publications editor

What employers like about this subject

Linguistics students can expect to pick up subject-specific skills during their study that include an understanding of how language is acquired and used; how language is used and the principles of phonetics, phonology and linguistic analysis, syntax and semantics. Students of linguistics can also learn a number of useful transferable skills including communication, time management, research and critical thinking, and project management, and these skills are in demand from employers, including PR agencies, schools, hospitals, management consultancies, libraries, banks, translation agencies and IT companies.

Media studies courses

Do you see yourself reporting breaking news, presenting a radio programme, using state-of-the-art equipment to edit a film or studying the impact of advertising or social media? If so, you could consider the wide range of media degree courses. Some courses focus on media and culture in society while others include practical elements, such as TV, film and radio production, scriptwriting or journalism. Research courses carefully - find the right mix of theory and practical skills for you.

Example degrees: You can choose to study a skills based degree such as media production or a more theory based degree. There are many centres of excellence throughout the country so research your options carefully

- PRACTICAL PLACEMENTS
- COMMUNICATION SKILLS
- BA
- COURSEWORK-INTENSIVE
- COMPUTER-LITERATE
- PRACTICAL WORK
- TECHNICAL
- MEDIA PRODUCTION
- COMMUNICATION

Example course modules

- Screen media
- Critical approaches to media
- British TV drama and society
- Cultures of consumption
- Elements of visual media
- Media audiences
- Media ethics, compliance and sustainability
- Media, society and power
- Understanding media cultures
- Power and resistance

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)

What students say about media studies

The course content is very much directed by you after the first year, in which you cover a theoretical base of media studies as well as completing modules in six different practical areas: radio, TV, digital media, design, script (film production) and photography. The assessment is based on practical projects and essays depending on the module this be one or the other or some amount of both, but there are no exams. With practical assessments there is also generally a lot of paper work to be completed as with any professional project, which is a good thing as this is how the media industries work but is something many students fall down on.

2nd year, University of Lincoln

I study media and communications and really like it. We don't have too many hours a week, which can seem very little at first but proves useful once the hard work starts on production. The practical parts of the course ask for personal work and ideas and a lot of self-motivation, but are really rewarding. In terms of theory classes, I enjoyed most classes and especially the chance we had to be taught by some big names of the media studies world. The assessed work is a mix of essays for theory classes and production portfolios for practice classes, giving students a good chance to find something they enjoy and are good at.

2nd year, Goldsmiths, University of London

I have really enjoyed the course as the teaching is very relevant to the media industry and also the working world, allowing us to develop useful skills which will be transferable into the world of work. Through my first year, I feel I have gained a deeper understanding of the world of media, improved my writing skills and been given the opportunity to explore my interests further.

1st year, Bournemouth University

A-levels (or equivalent) usually required

- English literature and language
- Media studies

Useful to have

- Psychology
- Sociology

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

BHASVIC Sept 20 entry information

See Film Studies

Top 10 Universities for Film & Media – Complete University Guide 2020

- **Strathclyde, Leeds, Loughborough, Surrey, Sheffield**
- **Newcastle, Lancaster, Southampton, Cardiff** – all very high student satisfaction scores
- **Nottingham, Sussex, Leicester, Keele** - all with top graduate prospects

Examples of degrees and combined degrees for BHASVIC student's 2020 entry

- Film and Moving Image Production
- Animation with Foundation Year
- Television Production
- Contemporary Media Practice
- Sport Media
- Filmmaking
- Film and Television Production
- Film Production
- Film and Moving Image Production
- Animation
- Film
- Television Production
- Film Studies and Screenwriting
- Animation with Foundation Year
- Interactive Media

Employability

The UK has a world-class media industry in film, print and broadcast media, worth billions to the economy, so it's hardly surprising that ambitious and talented students want to work in it. But be realistic – some parts of the industry have struggled during the recession and jobs are amongst the most competitive around. If you want to be a star in front of the camera or in print, you might want to look at other options. Media studies graduates are the most likely graduates to get into the media industry (in 2018, one in seven grads entering the media had a media studies degree) but they're more likely to be directing, or operating sound or video equipment, or researching.

What employers like about this subject

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Transferable skills

Teamwork, Technical ability, Problem solving, Social Skills, Organisation, Numeracy, Communication, Attention to Detail, Administration, Analytics, Discipline

Example careers

- Programme Researcher
- Runner, broadcasting/film/video
- Social Media Manager
- Television/film/video Producer
- Web Content Manager
- Broadcast Journalist
- Event Manager
- Magazine Journalist
- Writer Video editor
- Professional photographer
- Broadcasting production assistant
- Interactive media designer
- Marketing assistant
- Multimedia web designer

Local market information

The Cannes Film Festival was chosen to announce the serious skills shortages for 'back-room' roles in the Film and Production sector. Skilled technical staff, construction workers, make-up, hair and costume artists, and other 'back-room' jobs are in high demand with 33% of production companies facing recruitment difficulties in the last year. A series of cinema advertisements has been released to highlight case studies of those who have achieved satisfying careers in the world of film and television. The British film and television production sector employ over 80,000 people of which 55,000 work in film and video.

Other routes

Higher apprenticeships (Level 4)

- [Junior 2D artist \(visual effects\)](#)
- [Post production technical operator](#)
- [Public relations and communications assistant](#)

Degree apprenticeships (Levels 5 – 7)

- [Broadcast and media systems engineer](#)
- [Digital marketer integrated degree](#)
- [Outside broadcasting engineer \(degree\)](#)

Sources & Links

[Media Studies Subject Guide | Why Study Media At Uni? | UCAS](#)

<https://www.sussex.ac.uk/study/applicant/subjects/media-and-communications>

Public relations courses

Public relations (PR) means managing the image an organisation portrays to its customers and the public. If you enjoy writing, giving presentations or have an interest in the media, PR may be for you. This degree prepares you for a role as a communication or press officer for an in-house PR department or to work for a PR consultancy. You will study business, marketing and advertising and how to use traditional and new media in creative ways.

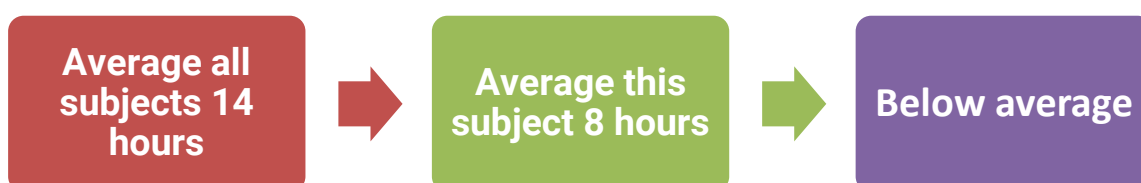
- VOCATIONAL
- PRACTICAL PLACEMENTS
- COMMUNICATION SKILLS
- BA
- INDEPENDENT STUDY
- COURSEWORK-INTENSIVE
- MARKETING
- ADVERTISING
- COMMUNICATION PLANNING
- THE MEDIA

Example course modules

- Business strategy
- Internal corporate communication
- Social media or public relations
- Work and organisational change
- Human behaviour
- Management in context
- Transition to work
- Business fundamentals
- Design in marketing
- Managing the brand

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)

What students say about public relations

We had between eight and 10 teaching hours a week, which is quite a small amount, but there is a fair amount of independent study required too. You get out what you put in really. If you enjoy doing practical work, anything involving organising, strategising and writing, you will definitely enjoy this course. There are several essays to write as well, but the majority of assessment comes from practical work. The facilities are fantastic - computer labs, newsrooms, large lecture theatres etc. I absolutely loved my experience as a public relations student, and would recommend this course to anyone interested in the subject.

1st year, University of Sunderland

Varied teaching and modules, which is good. Quite a lot of teaching time compared to some other universities or courses. Lots of presentations, which have helped develop everyone's confidence. Group work, campaigns and essays are all frequent types of work. The work experience module is good at helping you develop for the real world.

2nd year, Solent University (Southampton)

A-levels (or equivalent) usually required

- No Specific Requirements

Useful to have

- English

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

Examples of degrees and combined degrees for BHASVIC student's 2020 entry

- Fashion Public Relations and Communication
- Public Relations and Marketing
- International Management and Modern Languages - Spanish
- Public Relations

Career prospects

Not surprisingly, the advertising and PR industries are the main job sectors grads head into after university. The industry hasn't been as badly affected by the recession as many others, and so the good news is that the unemployment rate is well below the average. A lot of jobs are in London, but graduates don't just go to work in PR agencies. All sorts of organisations do their own publicity these days, and with the rise of digital and mobile technology and social media, a lot of marketing is done in quite innovative ways. This year, a lot of the PR and marketing jobs graduates landed were through personal contacts and help from their university, so build up your contacts and network your way to a job!

Jobs where this degree is useful

- Public relations officer
- Marketing executive
- Conference manager

Other real-life job examples

- Recruitment consultant
- Publications editor
- Web designer

What employers like about this subject

A degree in public relations will help you to gain subject-specific skills in communicating and promoting concepts, products and services; in social media and cultural theory and a knowledge of social and political affairs and how they affect and are affected by the news agenda. Graduates in public relations commonly work for public relations or advertising agencies, but last year they also got jobs in the oil and gas industry, television, recruitment, education, banking, tourism and health.

Publishing

Publishing involves making information (books, magazines and digital content) available to the public. Bear in mind publishing is a business and on a publishing degree you will learn how books and magazines are designed and produced to budget and marketed for sale - as well as writing and editing skills.

Example degrees: There are a few focused publishing degrees to choose, or you can combine publishing with creative writing or English.

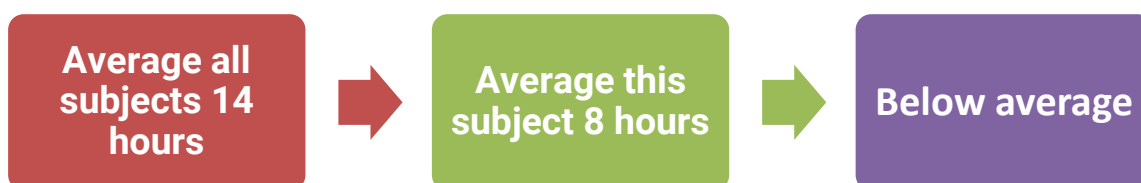
- VOCATIONAL
- PRACTICAL PLACEMENTS
- COMMUNICATION SKILLS
- BA
- COURSEWORK-INTENSIVE
- COMPUTER-LITERATE
- CREATIVE WRITING
- MAGAZINE PUBLISHING
- PUBLISHING MEDIA

Example course modules

- History of publishing
- Introduction to digital publishing
- Editorial process
- Print and society
- The creation and editing of text for publication
- Developing digital publishing
- Acquisitions, rights and production
- Legal and ethical aspects of publishing
- Cultural and international influences on publishing
- Introduction to editorial functions

Teaching hours / week

The time you'll spend in lectures and seminars each week will vary from university to university, so use this as a guide.



League tables for this subject

[The Guardian](#) | [The Complete University Guide](#) | [The Times](#)

A-levels (or equivalent) usually required

- No Specific Requirements

Useful to have

- English

Application checklist

Here's a guide to what to expect from the application process - also check individual university entry requirements, as these may differ.

- January application
- Personal statement

Career prospects

More common at Masters level than as a first degree, not a lot of undergraduates take this subject. Sought-after editorial roles in the publishing industry are far more likely to go to Masters graduates, so if that's what you want to do, then consider postgraduate study carefully. It's a good idea to chat to tutors on open days to find out what previous graduates have gone on to do.

Transferable skills

Public speaking and speaking in groups, communicating confidently, building rapport & relationships, time & project management, negotiation skills, teamwork & leadership

Jobs where this degree is useful

- Marketing executive
- Desktop publisher
- Publications editor

Other real-life job examples

- Public relations officer
- Web designer
- Commercial artist

What employers like about this subject

A degree in publishing will help you to learn subject-specific skills in editorial, production and design, marketing, and management, as well as in understanding publishing as a business and how it is changing in modern society. Useful transferable skills you can expect to develop include teamwork, entrepreneurship and business focus, creativity, the ability to work flexibly, presentation and critical research skills. Publishing is the most common industry for publishing graduates - not a surprise - but last year they also got jobs in advertising, management consultancy, retail, recruitment & creative arts.

Personal statement advice: Publishing

Universities are looking for:

- a rationale for your particular choice of course
- evidence that you have a passion for the subject, which could be demonstrated by:
 - relevant work experience/shadowing or voluntary work (important if you are planning to take a more vocational degree i.e. journalism)
 - additional reading and research
 - membership of related societies/clubs – e.g. drama and music groups
- a range of interests outside of academic study – e.g. Duke of Edinburgh's award scheme, Young Enterprise Scheme
- a well written statement that demonstrates good communication skills
- the ability to work individually and in teams

Sources & Links

[Publishing, Media, & Information Management | Subject Guide | UCAS](#)

[Chartered Institute of Library and Information Professionals \(CILIP\)](#)




[Archives and Records Association \(UK & Ireland\)](#)

[The Publishers Association](#)

[GRADUATE PROSPECTS](#)

[WHICH? STUDENT SURVEY](#)

[HESA & HEPI-HEA](#)

<p>Drama</p> 	<p>The Uni Guide - all courses are explained and the ratio between theory and practise is clear. Some drama degrees do not cover acting so be thorough; make sure the course contains what you would like to explore and will help you with future career plans. You can combine subjects too, so do investigate options.</p> <p>If your main reason to study drama is acting then drama schools are where you may want to research. The Federation of Drama Schools lists all Schools and admissions processes - usually audition. Be sure to look at accredited schools whose courses have affiliation with universities as this will help how you apply for funding, as well as reassure you that the degree course is validated.</p>	<p>The Uni guide</p> <p>Local universities - Sussex University & University of Chichester They are also advertising their virtual open days for a look around and/or a virtual tour.</p> <p>The Brighton Academy and ICTheatre (Institute for Contemporary Theatre http://www.ictheatre.ac.uk)</p> <p>Ex-BHASVIC students have studied at these establishments. If you would like advice on applying and/or audition support, email t.garnham@bhasvic.ac.uk</p>
<p>English (All 3 English A Level)</p> 	<p>Charts and info graphics about degrees available can be found on the BHASVIC Website.</p>	<p>BHASVIC website – subject pages</p>
<p>Media Studies, Film Studies and BTEC Media (All Courses)</p> 	<ul style="list-style-type: none"> • ScreenSkills - Media career information including courses and different job roles. • Careers at the BBC – includes interviews with media professionals working in industry and tips and requirements for working with the BBC. • Film Education and Industry Employment - Report from the British Film Institute about UK Film sector. • Media careers. • Studying media at university. • Studying film, cinematics and photography at university. 	<p>ScreenSkills</p> <p>Careers at the BBC</p> <p>British Film Institute</p> <p>Prospects – Careers in Media studies</p> <p>AllAboutCareers – Media Careers</p> <p>UCAS – Media Studies</p> <p>UCAS – Film, cinematics and photography</p>

<https://targetcareers.co.uk/uni/degree-subject-guides>

<https://www.whatuni.com/advice/guides/subject-guides/>

<https://www.thecompleteuniversityguide.co.uk/courses>

<https://universitycompare.com/guides/subject/>

<https://www.timeshighereducation.com/student/advice/which-subject-should-you-study-university>

<https://targetcareers.co.uk/career-sectors>

Communications <https://www.solent.ac.uk/prospectus/resources/2021-course-brochure-writing-communications.pdf>