

Welcome to Communications and Media Studies at Brunel

A dark blue circular logo with the text "Discover Brunel" in white, bold, sans-serif font.

Discover
Brunel

Congratulations on securing your place at Brunel

We're looking forward to meeting you - either in person or online - and introducing you to life at Brunel.

To help us get started, we've put together a short activity and some further information to help you prepare for your course - including a snapshot of the topics you'll cover.

If you have any questions please email cbass-tpo-gask@brunel.ac.uk.

Pre-arrival activity

We'd like you to complete a short activity before you join us. We can discuss your answers in one of your first personal tutor sessions. Your work will not be officially assessed however it will allow your tutor to get to know you better.

Find an article in the British news that discusses topics related to university life, such as protest rallies, the cost of student fees or the student experience. Think about what this article tells you about the media's portrayal of universities.

Sample lecture topics

As you progress through your degree, these are the types of questions you'll be able to answer with confidence:

1. Discuss the idea of the 'digital revolution' and its impact upon Twitter.
2. Is commercialised sport a 'world shrinking' phenomenon?
3. Does the media help shape our understanding of people living in low income countries? In what ways?
4. Can popular media challenge the stigma of mental illness?
5. Does media coverage of environmental issues lead to behaviour change? Discuss.

Indicative content

Study Themes	Reading
Exploring risk and online media	Kuipers, G. (2006). The social construction of digital danger: debating, defusing and inflating the moral dangers of online humor and pornography in the Netherlands and the United States. <i>New Media and Society</i> . 8(3):379–400 DOI: 10.1177/1461444806061949 https://www.cost-ofliving.net/public-health-and-the-new-media/
Social Issues and the Media	Klein, B. (2013) Entertainment-education for the media-saturated: Audience perspectives on social issues in entertainment programming, <i>European Journal of Cultural Studies</i> . vol. 16 no. 1 43-7.
De-constructing Media images of Health and Illness	Henderson, L. (2018) Popular television and public mental health: creating media entertainment from mental distress, <i>Critical Public Health</i> , 28:1, 106-117 https://www.cost-ofliving.net/anti-stigma-campaigns-in-mental-health-what-gets-left-out/
Exploring Identity & Power	Garner, S. and Selod, S. (2015) 'The Racialization of Muslims: Empirical Studies of Islamophobia', <i>Critical Sociology</i> , 41(1): 9-19.
Environmental Communication and the fight for sustainability	Boykoff, M.T., 2011. <i>Who Speaks for the Climate? Making Sense of Media Reporting on Climate Change</i> . Cambridge University Press. https://www.cost-ofliving.net/solving-the-problem-of-plastic-pollution-beyond-the-natural-sciences/

We look forward to meeting you in Welcome Week (Monday 21 – Friday 25 September).

Communication and Media Studies Team

Find out more about Welcome Week
brunel.ac.uk/welcome-week



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