International Year One in Media and Communications at Bournemouth University International College: module information
For degree entry from September 2020

ALL STUDENTS WILL STUDY THE FOLLOWING MODULES TO GAIN A SOLID BASE OF SKILLS:

- **Communication Theory**
- **Cross Platform Media**
- **Digital Essentials**
- **English for Academic Purposes**
- **Language in Media**
- **Marketing Principles**
- **Media and Society**

+

YOU'LL TAKE PART IN PERSONAL DEVELOPMENT ACTIVITIES DURING YOUR COURSE, DESIGNED TO BOOST YOUR EMPLOYABILITY, CONFIDENCE AND INDEPENDENCE, AND HELP YOU MAKE NEW FRIENDS.

───

EXTRA MODULES TO HELP YOU REACH UNIVERSITY: 2.5 AND 3-TERM COURSES

IF YOU'RE TAKING A 2.5 OR 3-TERM COURSE, YOU'LL STUDY THE RELEVANT MODULES ABOVE, AND 1 SET OF MODULES LISTED IN THE TABLE BELOW, DEPENDING ON YOUR ENGLISH LANGUAGE LEVEL.

IF YOU HAVE AN ENGLISH LANGUAGE LEVEL THAT'S BELOW UKVI IELTS 5.5:	IF YOU HAVE AT LEAST UKVI IELTS 5.5 OR EQUIVALENT, OR DON'T NEED TO TAKE AN IELTS TEST:
• **English for Academic Study 3** • **Independent and Collaborative Study** • **Reading and Writing 3** • **Speaking and Listening 3**	• **Critical Reading, Writing and Reasoning for Higher Education** • **Digital Applications** • **Independent and Collaborative Study** • **UK Society and Culture**

YOU'LL ALSO HAVE ADDITIONAL PERSONAL DEVELOPMENT ACTIVITIES.

───

EXTRA MODULES TO HELP YOU REACH UNIVERSITY: 3.5 AND 4-TERM COURSES

IF YOU'RE TAKING A 3.5 OR 4-TERM COURSE, YOU'LL STUDY ALL THE RELEVANT MODULES ABOVE, PLUS:

- **English for Academic Study 2**
- **Reading and Writing 2**
- **Speaking and Listening 2**
- **Study Skills Preparation**

YOU'LL ALSO HAVE ADDITIONAL PERSONAL DEVELOPMENT ACTIVITIES.

MODULE SUMMARIES – DETAILS OF WHAT YOU'LL STUDY

Communication Theory
Explore the major theories of communication and analyse different types of communication.

Cross Platform Media
Examine the theories and concepts of cross platform and multi-platform storytelling and their applications.

Digital Essentials
Examine digital media and emerging digital technologies and develop your practical skills and competencies in this area.

English for Academic Purposes
Develop your English to the level you need for university study, and to really get involved in academic discussions.

Language in Media
Analyse and evaluate the effectiveness of a range of real-world media industry genres and styles.

Marketing Principles
Gain an insight into the key principles of modern marketing, and its role in business and commercial competition.

Media and Society
Evaluate the changing roles and nature of the media and communications industries over time in a global society.

_____

EXTRA MODULES FOR 2.5 AND 3-TERM COURSES

Critical Reading, Writing and Reasoning for Higher Education
Enhance your ability to read and understand complex ideas in English, and to compose convincing written arguments.

Digital Applications
Develop your digital skillset, helping you use digital tools to support academic study, including using and citing digital sources.

English for Academic Study 3
Expand your knowledge of English grammar and vocabulary to the level required for degree study.

Independent and Collaborative Study
Work individually and in teams on an academic task, and practise applying your subject knowledge and study skills.

Reading and Writing 3
Develop your English reading and writing skills to a sufficient level to communicate complex ideas.

Speaking and Listening 3
Improve your ability to listen and speak in English, allowing you to fully engage with academic topics.

UK Society and Culture
Learn more about the culture and society of the UK, and how it differs from others.

_____

EXTRA MODULES FOR 3.5 AND 4-TERM COURSES

English for Academic Study 2
Improve your English grammar and vocabulary in order to communicate in an academic environment.

Reading and Writing 2
Develop your English reading and writing so that you can understand and articulate ideas and reasoning.

Speaking and Listening 2
Practise listening and speaking so that you are better prepared for academic debate and discussion.

Study Skills Preparation
Gain an introduction to the wide range of skills and strategies you'll need to succeed at university, such as research methods and using and citing sources.

PERSONAL DEVELOPMENT ACTIVITIES (ALL COURSE LENGTHS)

Digital and employability skills
Outside of your academic learning, you'll also be taught skills that will be useful at university and later in life. You will receive help in making the most of your creativity, improving your communication and developing your digital skills. We will also help you build a CV, portfolio and online profile to empower you after you graduate.

Social network
Forming a strong social network can be hugely beneficial, even if it's just to discuss and debate ideas. Not only will you get to know your classmates, you'll also have opportunities to join professional organisations, and network with students and industry professionals: something that can be really beneficial when you go on to start your career.

Culture and activities
We'll help you have a hugely beneficial cultural and social experience, and encourage you to explore different activities, sports, crafts and more. You might learn about local history and culture, or develop your wider subject knowledge and understanding of related industries.

_____

Note: this information refers to courses that will run in the 2019-20 academic year, and is correct at the time of publication. Published October 2018.