



University College Dublin
Ireland's Global University

UCD School of Information
and Communication Studies | **UCD**
SCHOOL



MSc Communication & Media (One Year Full Time or Two Years Part Time)

How do we study communication – interpersonal and mediated – and what theories do we use? What is the relationship between communication, media and power? How do we create engaging content, interfaces and experiences for effective communication? What can we learn from the history of communication & media? What does the future hold for their role in society?

This programme introduces students to basic concepts and issues in both classic and current theories of communication giving a historical and critical understanding of how to understand communication and media by learning to situate them within perspectives such as critical data studies, information analytics, platform capitalism, cultural computing, interface critique, software studies and so on.

Students will learn how to:

- Understand the theoretical foundations of communication and media studies
- Conduct research on communication – both interpersonal and mediated in both theory and practice
- Assess the principles of creation, exchange, management, meaning and impact of information through digitally mediated communications
- Analyse the interactions and relationships between communication, media, people and power

- Apply this learning to specific fields of communication and media (e.g. health, public data, crime, culture etc.) or technological domains (mobile technology, speech interfaces, data visualisation etc.)
- Critique past, current and future structures and paradigms for communication and digital media
- Comparatively evaluate international communication and media policy, content and structures
- Develop high quality research projects with the potential for further academic or industry career progression in communication and media

Why study at UCD?



Tradition

Established 1854, with 160 years of teaching & research excellence



Global profile

UCD is ranked in the top 1% of higher education institutions worldwide



Global community

Over 6,000 international students from over 120 countries study at UCD



Global careers

Degrees with high employability; dedicated careers support; Two year stay-back visa for Non-EU students



Safety

Modern parkland campus with 24 hour security, minutes from Dublin city centre

Course Content and Structure

90 credits
Taught Masters

65 credits
Taught Modules

25 credits
Thesis

Core Modules

- Communication Theory
- Media & Society
- Topics in Digital Media Communication
- Research Theory & Methods
- Thesis or
- Media Management project

- Computer-Mediated Communication
- Communicating Heritage
- Data Protection & Privacy
- Data Ethics
- Data Journalism

Optional Modules A-Z

- Digital Storytelling
- Human-Computer Interaction
- Human-Data Interaction
- Information Ethics
- Managing IT for Information Profs

- Media Regulation
- Research Data Management
- Quantitative Data Analysis
- Theories of Digital and Social Media
- User-Centred Design (UXD)

Option Module Tracks

Track 1: Design & Culture

UXD: User-Centred Design
Digital Storytelling
Computer Mediated Communication
Human Data Interaction
Information Ethics
Human Computer Interaction
Theories of Social and Digital Media
Communicating Heritage

Track 2: Ethics & Policy

Information Ethics
Human Data Interaction
Managing IT for Information Professionals
Research Data Management
Quantitative Data Analysis
Media Regulation
Data Protection and Privacy
Online Regulation

Track 3: Data Journalism

Data Journalism Studio
Introduction to Data Journalism
Information Ethics
Human Data Interaction
Adv Data Prog with R (online)
Data Programming with Python (online)
Digital Storytelling
UXD: User-centred Design



Career Opportunities

This new MSc degree aims to produce future professionals with a deep understanding of the communication and media landscape. On graduating, our students will be able to embark on a variety of careers in Ireland and abroad, whether in the digital media industries, in communication regulation and policy or in media design, management and research, both in the public and private sectors.

Different suggested tracks will allow students to develop the knowledge to specialise their communication and media learning for a specific setting. All three tracks include 60 credits of core modules that cover basic knowledge and skills with a thesis or media project option, with 30 credits of elective modules according to track choice. Students will gain an international perspective from lectures and seminars as well as guest talks, combining professional experience with a strong theoretical background.



Who should apply?

This new MSc in Communication & Media is designed to complement and expand existing programmes and research expertise at the School of Information & Communication studies. It is the first postgraduate degree in this field in Ireland to be offered from an Information School perspective.

This programme is intended for applicants with an undergraduate degree in any discipline. An upper second-class honours or international equivalent is required.

Applicants whose first language is not English must demonstrate English language proficiency of IELTS 6.5 (no band less than 6.0 in each element) or equivalent.

The Full Time option is suitable for Domestic (EEA) applicants and International (Non EEA) applicants currently residing outside of the EEA Region.

FAQs

- 1. Why "Communication & Media" and not "Media & Communications"?**
This programme puts communication first, focusing on the construction, meaning, purposes and objectives of communication. We then look at how we mediate what we want to communicate, from an interpersonal, human-computer interaction, social media or mass media perspective. "Communications" usually describe the technologies that transmit information while "Communication" focuses on what we say and do, how information is constructed, received, interpreted and how meaning is produced.
- 2. Can I shape the programme to focus on my interests?**
Yes – students take core modules in communication and media theory and research but can then select from a wide range of modules across many different schools in UCD including film studies, law, computer science and so on. We can help shape your preferred 'track' to focus on ethics & policy, design & culture or data journalism.
- 3. I want a career in journalism/public relations – is this course for me?**
While this programme does not teach production or practice in these fields, students will gain a firm foundation in the theory, knowledge and critical information skills required for these and many other career options.
- 4. Can I do a PhD in communication and media at UCD after this programme?**
Yes – the School of Information and Communications hosts a vibrant PhD programme and our staff are active in many relevant areas of research like social media studies, speech technologies, data ethics, data journalism, political communication and so on.

Contact Us

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Fees (Fees are subject to change)

MSc Communication & Media Full Time

EU €7640 per year

NonEU €19200 per year

MSc Communication & Media Part Time

EU €4815 per year

NonEU €9350 per year

Tuition fee information is available on the UCD Fees website. Please note that UCD offers a number of graduate scholarships for full-time, self-funding international students, holding an offer of a place on a UCD graduate degree programme. For further information please see International Scholarships.

Related Masters

MLIS FT

MSc Information Systems FT

MSc Digital Information Management

MA in Film Studies

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Fees www.ucd.ie/fees