



MSc Communication & Media

(One Year Full-Time or Two Years Part-Time)



Introduction

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? What skills and experience do you need to meet these challenges in an ever growing and evolving sector?

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. In addition to these theoretical foundations, this programme offers a series of opportunities for skills development around research, production, data analysis, critical and creative thinking, teamwork and leadership.

Programme Highlight

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.

The programme has had significant graduate success, with high levels of employability across the Communications and Media industries globally. It has proven a perfect pathway for students wishing to transition to PhD research.

Programme Content and Structure

90 credits
Taught Masters

60 credits
Taught Modules

30 credits
Thesis or Media Management Project

Core Modules		Optional Modules A-Z	
<ul style="list-style-type: none"> Communication Theory Media & Society Research Theory & Practice Media Production Cultures or Research Methods Thesis or Media Management Project 	<ul style="list-style-type: none"> Artificial Intelligence Creative and Interactive Media Digital Policy I Data & Society Digital Policy II Digital Curation: Core Concepts Human-Computer Interaction 	<ul style="list-style-type: none"> Heritage Presentation & Interpretation Information Ethics Media Production Cultures Media Law & Policy People, Information & Communication 	<ul style="list-style-type: none"> Platform Governance Project Management Quantitative Data Analysis Social Networks Online and Offline Topics in Digital Media & Communications UXD: User-Centred Design
Option Module Tracks			
Track 1: Design & Culture	Track 2: Ethics & Policy	Track 3: Industry and Production	
UXD: User-Centred Design	Information Ethics	Media Production Cultures	
Creative and Interactive Media	Digital Policy	Creative and Interactive Media	
Artificial Intelligence	Data & Society	Project Management	
Data & Society	Project Management	Data & Society	
Information Ethics	Quantitative Data Analysis	Information Ethics	
Human Computer Interaction	Media Law & Policy	Human Computer Interaction	
Topics in Digital Media & Communications	Platform Governance	Social Networks Online and Offline	
Heritage Presentation and Interpretation	Digital Curation: Core Concepts	UXD: User-centred Design	

Why study at UCD?

Graduate Education

12,000 graduate students; 17% graduate research students; structured PhDs

Graduate Employability

Ranked no. 1 in Ireland in QS Graduate Employability ranking

Global Careers

Dedicated careers support; 2 year stayback visa to work in Ireland

Global Community

8,500 international students and 300,000 alumni network across 165 countries

Global Profile

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

Welcoming Campus

Modern parkland campus with 24 hr security. Wide range of facilities, clubs, societies and supports



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.

Applicant Profile

- 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.

CONTACT US

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International Students
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w: www.ucd.ie/global

Our graduates have had significant success in terms of employability. Many have gone into varying aspects of the industry, such as global organisations like Accenture, Gorillas and Deloitte where they have taken media and communications roles. Others have gone into professional posts in policy development in the European Parliament to the Environmental Protection Agency. Others have gone into media production, into newspapers such as The Irish Times and broadcasters like RTÉ and Virgin Media.

The course also offers partnerships and exposure to tech and communication leaders through guest speaker events. In addition to this, the programme offers a Media Management Project, which provides the student a placement with a community organisation, volunteer group or NGO as part of their final module instead of a thesis.

Fees and Scholarships

Tuition fee information is available on www.ucd.ie/fees. 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 masters programme. Please see www.ucd.ie/global/scholarships/ for further information.

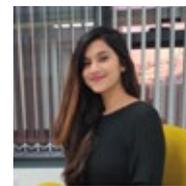
About the School

The UCD School of Information and Communication Studies (ICS) is the only Irish member of the prestigious iSchools consortium, an international, university-level organisation devoted to understanding the role of information in society.

RELATED MASTERS

- MSc Digital Policy
- MSc Information Systems
- MSc Human Computer Interaction
- Master of Library & Information Studies

Graduate Profiles



Srushti Deotale,
Digital Program Analyst,
SSE Airtricity

The MSc Communication and Media was central for me in getting where I am today. The modules were carefully curated to help students find suitable options for their respective career choices and develop their own pathways in learning. I also appreciated the choice between writing a thesis or working on a real-life project for our final trimester. I decided to choose a media management project which proved extremely beneficial in terms of developing practical skills for my future career. The degree is the perfect mix of practical and theoretical.



Matthew Ross,
Factchecker, Logically

The MSc Communication & Media offerings allowed me to tailor the programme toward my interests as they developed. A significant component of the course was the Media Management Project. I worked with Media Literacy Ireland, which is devoted to helping people get access to good information, and this provided me with mentorship and hands-on experience.

Today, I work for Logically, a company that uses AI and human expertise to tackle online mis- and disinformation. The experience and knowledge I gained at UCD is what enabled me to find a job in an exciting field and I use what I learned there in the work that I do every day.

APPLY NOW

This programme receives significant interest so please apply early online at

www.ucd.ie/apply