



MSc Communication & Media

One Year Full Time | Two Years Part Time

Course codes: W440 | W441



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.

Course Highlights

The 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.

Course Content and Structure

90 CREDITS
Taught Masters

= 60 CREDITS
Taught Modules

+ 30 CREDITS
Thesis or Media Management Project

Core Modules:

- Communication Theory
- Media & Society
- Cultures of Digital Media
- Research Theory & Practice
- Media Production Cultures or Digital Research Methods/Research Methods
- Thesis or Media Management Project

Different suggested tracks will allow students to develop the knowledge to specialise their communication and media learning for a specific setting.

Option Module Tracks:

Track 1: Design & Culture

- UXD: User-Centred Design
- Creative and Interactive Media
- Artificial Intelligence
- Information Ethics
- Topics in Digital Media & Communications
- Future Tech
- Regulation and Emerging Technology
- Digital Media Literacy

Track 2: Ethics & Policy

- Information Ethics
- Digital Policy
- Future Tech
- Project Management
- Quantitative Data Analysis
- Regulation and Technology
- Platform Governance

Track 3: Industry and Production

- Media Production Cultures
- Creative and Interactive Media
- Project Management
- Information Ethics
- Social Networks Online and Offline
- UXD: User-centred Design
- Digital Media Literacy

Why study at UCD?



Graduate Education

13,000 graduate students; 15% graduate research, structured PhD's.



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

10,000 international students and 300,000 alumni network across 189 countries



Global Profile

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



Sustainability

UCD is ranked number one in Ireland and 50th in the world for Sustainability



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.

EU Enquiries

UCD School of Information and Communication Studies

+353 1 716 8360
ics@ucd.ie
www.ucd.ie/ics

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

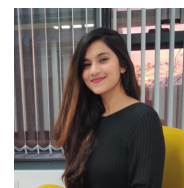
The UCD School of Information and Communication Studies (ICS) is the only Irish member of the prestigious iSchools consortium, an international, university-level organisation devoted to understanding the role of information in society.

Non-EU Enquiries

Visas / Funding / Scholarships / Accommodation

internationalenquiries@ucd.ie
www.ucd.ie/global

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,
MSc Communication &
Media, class of 21/22

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. 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

For further information on entry requirements, fees, scholarships, application process:

www.ucd.ie/apply

