

# Foundation Certificate for Media and Communications

## Course options

### 2 terms

**Entry requirements:** completion of high school, and at least UKVI IELTS 5.5 (minimum 4.5 in all skills)

**Course start:** September 2018, January 2019

**Course length:** 7 to 9 months

**Degree entry:** September 2019

**Tuition fees:** £12,230

### 3 terms: Enhancement

**Entry requirements:** completion of high school, and at least UKVI IELTS 5.5 (minimum 4.5 in all skills)

**Course start:** September 2018, October 2018\*

**Course length:** 10 to 11 months

**Degree entry:** September 2019

**Tuition fees:** £13,230

\* 2.5-term course – students join the 3-term Foundation, but begin half a term later.

## Core modules

All students on this Foundation Certificate will take:

### Interpreting Visual Culture

- How visuals and language affect the interpretation of a message
- Influence of context on how media is understood

### Introduction to Audio-Visual Media and Technology

- The internet and digital culture
- Web interactivity and effective design

### Introduction to Media and Communication Studies

- Media theories, audiences and broadcasting
- Global role of media

### Introduction to Multimedia and Communication

- The role and impact of the media in everyday life
- Developing a critical approach to modern media

### Language for Study 3

- Complex arguments in English
- Awareness of language conventions

### Skills for Study 2

- Analytical skills in written and spoken information

### Skills for Study 3

- Researching and analysing information to a high standard
- Structuring written and oral arguments

## 3-term Enhancement modules

If you're studying the 3-term Enhancement Foundation Certificate, you'll also take:

### Computing Skills for Foundation Certificate

- Essential IT skills including Microsoft Office
- Modern computing topics
- Technology in industry and society

### Personal Development and Pre-Study Skills

- Advanced skills related to your course
- Personal development skills

### Plus one of the following modules, as decided by the College:

#### Introduction to British Society and Culture

- UK life and culture
- British society and history

— OR —

#### Preparatory Mathematics

- Algebra, geometry, trigonometry, graphs and transformations
- Applications of these topics



## Degree possibilities

This Foundation Certificate can lead to a range of degree subjects at BU. For example, you could progress to:

- Advertising
- Communication and Media
- English
- Film
- Marketing
- Journalism
- Politics
- Public Relations
- Social Work
- Television Production

For a full list of degree options, see page 42.

## Career possibilities

This educational route can open up many career options for you. You could become a:

- Advertising Executive
- Cinematographer
- Copywriter
- Journalist
- Politician
- Public Relations Officer
- Screenwriter
- Social Researcher
- Television Producer

### Lower IELTS score?

If your English language level is lower than that listed above, but you have at least UKVI IELTS 4.0 in all skills, you can take a course that includes Extended English and Skills. Contact us for more details.

### Have any questions?

Contact our team for help:  
[kaplanpathways.study/contact-bournemouth](https://kaplanpathways.study/contact-bournemouth)