Get the Bigger Picture.

Taught postgraduate degrees in journalism studies.
The best journalists and media researchers understand that journalism matters. They know the vital role played by journalism in the life of a community, a city, a culture, a continent. They understand that a healthy, democratic society depends on free journalism practised well. They see journalism’s bigger picture.

At the Department of Journalism Studies here in Sheffield, our staff come from a range of backgrounds. Some are professional journalists with decades of newsroom experience, whose work has been seen by millions in newspapers and BBC broadcasts, who broke big stories, who lived through the digital revolution – and helped to shape it. They’ve joined us to help the next generation of journalists master the vital practical skills.

And because Sheffield is a member of the UK’s prestigious Russell Group of research-intensive universities, our staff are also renowned academics who research and write famous textbooks on the history of journalism, on media ethics and law, on news and propaganda; who work with the United Nations to defend journalism and media freedom around the world.
The exact balance of practical and academic content in your course will depend on the degree programme and modules you choose.

Students on our applied MA courses in news, broadcast and magazine journalism – all accredited by leading professional bodies – develop the complete breadth of skills needed for a high-achieving media career, from hunting down stories and taking shorthand to cutting-edge techniques of digital and mobile journalism. Core modules also cover the essentials of media law, with the option to explore in greater depth the relationships between journalism and society, propaganda, online communication and freedom of expression.

Our masters in Global Journalism and International Political Communication, meanwhile, offer an introduction to professional writing for the media and a pathway into further research, via modules that explore the varying practice of journalism across the globe and the interplay between the media and the political arena. Finally, MSc Science Communication specialises in the exciting field of interpreting science through the media for a popular audience.

Read through the rest of this brochure to find out more and see which degree suits you best. Please note that the information here is correct at the time of going to print (summer 2017), but to make sure our courses stay relevant and responsive we may change their content at any time. See [sheffield.ac.uk/journalism/masters](sheffield.ac.uk/journalism/masters) for the latest information and please contact us directly if you have any questions.

---

“The University of Sheffield has helped journalists see their route map through what is by any accounts the most extraordinary revolution in communication... We’ve had a lot to thank Sheffield for in terms of the people you’ve sent us.”

The success story of Journalism Studies at Sheffield is down to one thing above all others – our staff, and their inspiring combination of knowledge, teaching skill and dedication.

We have brilliantly designed degree courses. We have excellent facilities. We have first-rate contacts in the media industry. We're part of a World Top 100 University. But perhaps the biggest reason Sheffield's journalism students get so much from their time with us is our staff. Great things come out of the special blend of academic expertise and professional journalistic experience that makes up the teaching team here at Sheffield.

They're researchers whose remarkable and far-reaching work feeds through into their teaching. Our joint head Professor Jackie Harrison leads a research institute, the Centre for Freedom of the Media, which is working with the United Nations to defend journalists’ safety and liberty across the world. Other academic staff explore topics that include media, politics and identity in the Middle East; the history of party political broadcasts; the way humans process language; fanzines and ‘citizen journalism’; and counter-terrorism, propaganda and censorship.

Then there’s our dedicated professional services staff, who include our Work Placement Co-Ordinator (see page 20), our Student Support Tutor, who’s there to help out with any difficulties you might come up against – and the dedicated team who work behind the scenes to get your teaching timetabled and the whole show running smoothly from Intro Week to graduation.

If you want to be the best, be taught by the best. We're confident that's the case with Journalism Studies at Sheffield.

They're the editors and authors of essential journalism textbooks like the Oxford Dictionary of Journalism and McNae's Essential Law for Journalists – the legal guidebook kept on hand in newsrooms up and down the UK. They're seasoned journalists who've spent decades in newsrooms and studios and out on the streets, for the BBC, for newspapers, for commercial broadcasters – breaking big stories, watching developments in the industry, keeping track of digital innovation in the media, sharing their knowledge with the next generation of reporters and winning awards for the quality of their teaching.

Frank Mansfield’s voice coaching was a real highlight. He taught me about the power of a broadcast voice. In one-on-one sessions with all of us, he was intense, focused and passionate about doing the best he could for each one of the 28 in our MA Broadcast Journalism degree. I can never thank him enough for making me a better radio reporter and for helping me tell stories to millions of people across the world in a confident and clear manner, knowing the importance of making a words on a page into a strong voice track. He is one of those people whose voice you still hear in your mind as a producer counts down: “3, 2, 1, we are live”.

Learning in a results-driven environment with real world consequences on news days and in workshops was excellent.

I walked out of that course and four months later was live in 600,000 homes across four American states, covering tornado damage – all due to the preparation, focus and grit that the journalism department instilled. Their teaching practices and standards are also to the forefront in my mind as I now lecture here in Scotland. I even dedicated all of the third chapter in my autobiography Through Irish Eyes to my time at Sheffield University.

James Mahon
TV presenter and producer, IrishTV, USA
Journalism lecturer, University of the West of Scotland

James Mahon
TV presenter and producer, IrishTV, USA
Journalism lecturer, University of the West of Scotland

Find out more online
sheffield.ac.uk/journalism/staff
twitter.com/sheffjournalism/lists/our-staff
An extraordinary city: Sheffield

In lifestyle terms Sheffield offers all you'd expect from a major UK city... but somehow it's not quite like everywhere else.

As England’s fourth biggest city, Sheffield has the bustle and buzz you’d expect – big shopping, huge concert arenas, multiplex cinemas, bowling alleys and ice rinks.

But there’s something more than that. Sheffield’s not quite the same as every other big city.

Maybe it’s the scenery – five rivers, seven hills, and 2.5million trees. Sheffield is the UK’s Outdoor City, and the Peak District is our back garden. Students here relish the chance to run, hike, cycle and climb through some staggeringly beautiful scenery, just a short hop from their homes.

Maybe it’s the laid-back atmosphere. Studies have found that Sheffield is the UK’s safest large city, with lower crime rates than similarly sized places. Strangers smile and hold the door open for you too. Perhaps all that nice scenery makes everyone happy.

It could be the creative spirit. Sheffield’s always been a City of Makers – from the birthplace of industrial steelmaking to the extraordinary and vivid arts and culture scene we see around us today. Our world-famous documentary film week; our very own music festival; our independent publishers, zine makers and artspaces. This is a place where people make things – and make things happen.

Or it could be the especially warm welcome we extend around the world – and the way our guests from overseas become a part of our community. The University of Sheffield is noted as one of Britain’s top destinations for international students, with more than 5,000 from almost 130 countries. We’re proud that the #WeAreInternational campaign celebrating the role of international students in UK higher education began in Sheffield.

It’s a big grassroots community where good things seem to just happen. Friendly. Vibrant. Quirky. Creative. Independent-minded. Forward-looking. A city with soul. (And a lot of hills.) Whatever it is, our students fall in love with Sheffield and want to stay forever.

The University of Sheffield isn’t a distant campus, miles from anywhere – it’s woven into the fabric of the city. And the Department of Journalism Studies is right in the heart of it – just a couple of minutes’ walk from many of the best places to be.

Find out more online:
sheffield.ac.uk/postgraduate/whyshef/city
ourfaveplaces.co.uk
tramlines.org.uk
sheffdocfest.com
sheffieldcityofmakers.co.uk
sheffield.ac.uk/weareinternational

Courses

MA International Public and Political Communication 08
MA Global Journalism 10
MA Journalism 12
MA Broadcast Journalism 13
MA Magazine Journalism 14

As a postgraduate at Sheffield you can choose outstanding university accommodation that’s been voted the best in the UK by the students who’ve lived there.

Check out your options on our website.
sheffield.ac.uk/postgraduate/accommodation

city: Sheffield
An extraordinary pathway

MA International Public and Political Communication

Interested in our new MA in International Public and Political Communication? You’ll experience a fascinating degree that combines rigorous academic content with useful practical skills – and become an expert in public and political communication activities and campaigning.

Our MA in International Public and Political Communication (IPPC) focuses on the ways in which political parties, politicians and governmental institutions – as well as non-governmental institutions such as pressure groups, charities, NGOs and public institutions – seek to construct and shape campaigns, advocate particular viewpoints and disseminate specific messages in order to persuade and inform public opinion, specific audiences and policymakers.

The IPPC course combines a rigorous academic foundation with strong practical content. Taught by both research-active staff and practitioners who are proven experts in their field, our students analyse public and political communication activities both internationally and historically – and then put their findings to practical use, developing your own political and public communication campaigns or marketing tools.

Join us on the degree and you’ll learn about media relations, political marketing and the scope and significance of political communication. You’ll develop skills in communicating with the media (including media training) and using different media outlets to promote ideas through advocacy and lobbying. Our teaching offers a deep and critical understanding of key debates around intersection of the media and public and political communication internationally.

After completing the course you’ll be a media and communication expert who can analyse, manage and design campaigns, market and communicate ideas, and undertake effective media relations and lobbying. If you’re looking for a career in national or local government, international agencies, NGOs, trade unions, political parties, charities, media organisations and lobbying, it’s ideal preparation. The degree also offers a route into further academic study.

Modules
Research methods; Comparative perspectives of public and political communication; Political communication, persuasion and propaganda; Communicating with the media; Political communication in times of war, crisis and terrorism; Public and political campaigning: theory and practice (tbc – please see our website for the latest information)

Students will also have the option of choosing between a practice-based dissertation and a traditional academic one.

Course leader
To be confirmed

Entry requirements
Please see sheffield.ac.uk/journalism/masters/entry_requirements

More information:
sheffield.ac.uk/journalism/masters/political-communication
MA Global Journalism

A far-reaching journalism degree combining research on media practice and freedom around the world with some practical newswriting experience, visits to media organisations and exciting participatory media-related events.

In the globalised communications environment of the 21st century there remain significant variations in the practice of journalism around the world. As an MA Global Journalism student you’ll be immersed in vital discussions around the relationship between media, society and government – at a hugely critical moment for freedom of expression.

Our research institute, the Centre for Freedom of the Media (CFOM), collaborates closely with the United Nations on journalists’ liberty and safety. This work feeds directly into modules taught on this degree – placing you at the heart of the most significant media debate of our time.

You’ll also develop the basic writing techniques needed to turn raw facts into publishable news stories in different journalistic genres – a vital first step towards a media career.

As well as lectures and seminars, Global Journalism students have recently visited BBC studios, attended academic conferences and have the opportunity to collaborate with the European Parliament in Brussels. We also have our very own Global Journalism Film Festival.

A course for anyone looking for a far-reaching perspective on journalism across the planet, MA Global Journalism has proved especially popular with international students looking for a prestigious UK degree and a media career in their home nations – or a pathway to PhD research.

Core modules
Writing for the Media; Weaponisation of the Media; Victimisation of the Media; Research Methods; Journalism, Globalisation and Development; dissertation

Optional modules
Journalism and Britain; Language and Communication: A Data-Driven Approach; Reporting the European Union; Propaganda, Media and Conflict; Media Freedom: European, UK and US Perspectives; Media and Public Communication in Japan; Media, State and Society in China; Researching Social Media; Digital Advocacy

Course leader
Dr Stef Pukallus

Entry requirements
Please see sheffield.ac.uk/journalism/masters/entry_requirements

More information:
sheffield.ac.uk/journalism/masters/global
MA Journalism
A career in news reporting needs expertise in creating and publishing digital content alongside a solid grasp of traditional skills and knowledge. This degree offers both—and packs a punch in the jobs market.

The digital revolution means more people are accessing journalism than ever before. To be a successful news reporter your social media, camera and content management skills must be as sharp as your nose for a story.

The MA in Journalism will fully prepare you for life in a fast-paced digital newsroom. Professional journalists will show you essential skills like web publishing, shorthand, video, and page layout. You’ll learn media law, ethics and public affairs from academic experts who lead their field. On production news days you’ll go out into Sheffield (or beyond) to hunt down stories and write them up to meet real-time deadlines with your team.

By the end of the course our MA students are agile, intelligent journalists who excel at traditional newswriting and can also create and publish an entire multimedia story online while on the move, using just a smartphone and their own savvy.

MA Journalism is ideal for hard-working, determined students with excellent English language skills and a passion for current affairs who are looking to build a career in news reporting. Recent graduates are working for BBC News, The Times, ESPN and Reuters.

Professional accreditation
MA Journalism at Sheffield is accredited by the National Council for the Training of Journalists (NCTJ). This is a benchmark of excellence recognised by employers across the UK media industry. The course integrates the requirements of the NCTJ’s Diploma in Journalism, a widely sought-after qualification in its own right.

Core modules
Researching News; Writing News; Law for Journalists; Ethics and Regulation; Power and Society; Advanced Print Journalism; Advanced Journalism

Optional modules
Same as MA Magazine Journalism – see page 15

Course leader
Mark Bradley (@SheffUniJourno)

Entry requirements
Please see sheffield.ac.uk/journalism/masters/entry_requirements

More information:
sheffield.ac.uk/journalism/masters/journalism

MA Broadcast Journalism
Learn your craft in our Broadcast Zone, using industry-standard tech, then go into the city to film and record—and put your skills to the test on production newsdays, working with a team to hit tough deadlines for the bulletins you create.

Join our Broadcast MA and we’ll nurture your skills using our TV news studio and gallery, radio studios and production booths, and high-tech editing suite. You’ll learn how to record and film material and edit it using a desktop software package, and how to tell stories online.

But first we’ll show you how to hunt down stories on your own and develop your interview technique, so you can ask questions that matter. Our experts in media law, regulation and public administration will make sure your journalism is responsible and ethical as well as hard-hitting.

On production newsdays, you’ll work in a team going out into the city to find the news, shoot footage and create bulletins, meeting tough deadlines back in the studio. It’s demanding work—but that’s how our students finish the degree newsroom-ready, as complete broadcast journalists.

MA Broadcast Journalism is for students who are determined, articulate, fascinated by news and current affairs, and at ease in front of a camera and mic. Graduates work for BBC Newsnight and Radio 1, Wall Street Journal, ITN/Channel 4 News, The Guardian, and media in India, China and the USA.

Professional accreditation
This degree is accredited by the Broadcast Journalism Training Council (BJTC), which means you’ll undertake a substantial work experience placement—a chance to give a real test to the skills and knowledge you’ll be developing back here in the department. Sheffield’s reputation combined with BJTC accreditation means your degree will have extra clout in the jobs market.

Core modules
Researching News; Broadcast News; Law for Journalists; Ethics and Regulation; Power and Society; Advanced Broadcast Journalism; dissertation/portfolio

Optional modules
Same as MA Magazine Journalism – see page 15

Course leader
Lynn Dixon (@dixonlynn1)

Entry requirements
Please see sheffield.ac.uk/journalism/masters/entry_requirements

More information:
sheffield.ac.uk/journalism/masters/broadcast

Core modules
Researching News; Broadcast News; Law for Journalists; Ethics and Regulation; Power and Society; Advanced Broadcast Journalism; dissertation/portfolio

Optional modules
Same as MA Magazine Journalism – see page 15

Course leader
Lynn Dixon (@dixonlynn1)

Entry requirements
Please see sheffield.ac.uk/journalism/masters/entry_requirements

More information:
sheffield.ac.uk/journalism/masters/broadcast

Core modules
Researching News; Broadcast News; Law for Journalists; Ethics and Regulation; Power and Society; Advanced Broadcast Journalism; dissertation/portfolio

Optional modules
Same as MA Magazine Journalism – see page 15

Course leader
Lynn Dixon (@dixonlynn1)

Entry requirements
Please see sheffield.ac.uk/journalism/masters/entry_requirements

More information:
sheffield.ac.uk/journalism/masters/broadcast
MA Magazine Journalism

Visit any newsagent and it's clear that magazine publishing is alive and well. A vast number of titles exist both in print and online. This tough but rewarding degree, with highly specialised content, opens up careers in a thriving and intensely competitive section of the media industry.

Study MA Magazine Journalism and you’ll get a thorough grounding in all the journalistic essentials that Sheffield excels in: newswriting, interviewing technique, social media, shorthand, media law, filming and video editing, public administration. You’ll look critically at how professional journalists do their job – deciding what works well and what should be better. Then we’ll show you how to apply your knowledge to specialised and advanced magazine journalism.

This means page layout and production, and getting your magazine content online. It means understanding the sub-sections of the industry: news, consumer magazines, specialist titles, and business-to-business. It means developing and marketing your own title’s brand.

Sheffield magazine students make a name for themselves in the business before they’ve even graduated. They win big at the awards given by publishing industry insiders for student magazines – recent alumni won the Magazine Academy Magazine Brand of the Year and the Digital Only Brand of the Year. And our work placement scheme offers a great chance to start networking as well as sharpen up your skills.

Meet the entry requirements, convince us of your passion, ability and resourcefulness, and we’ll be ready to offer you a place. Complete the degree and you could follow the glittering career path of recent graduates – who are employed by all four major UK magazine publishers: Hearst, Time Inc, Immediate, and Bauer. Titles include Radio Times, Good Housekeeping, Marie Claire, Red, The Pool, Men’s Health, Take a Break, Bella, Management Today and OK!

Professional accreditation

MA Magazine Journalism is tailored to meet the training needs identified by the Professional Publishers Association, which gives official accreditation to the course. So magazine publishers know Sheffield graduates have the skills and knowledge they’re looking for in new employees.

Core modules

Researching News; Law for Journalists; Ethics and Regulation; Magazine Journalism; Power and Society; Advanced Magazine Journalism; portfolio

Optional modules

Communicating with the Media; Journalism and Britain; Media, Society and International Crises; Media, Politics and Publics; Global Communication: History, Theory and Practice; Propaganda, Media and Conflict; Online Journalism Studies; Media Freedom: European, UK and US Perspectives

Course leader

Yvonne Illsley (@Yvonnellsley)

Entry requirements

Please see sheffield.ac.uk/journalism/masters/entry_requirements

More information:

sheffield.ac.uk/journalism/masters/magazine
An extraordinary suite of courses

Our Graduates at Work

Dan Walker
BBC Breakfast presenter and sports journalist

Over the years I’ve worked in local and regional radio and TV and was a presenter on the BBC News Channel for a few years before moving into network TV about 12 years ago. I’ve been privileged to travel all over the world covering major sporting events and interviewing some fascinating people.

I did the Broadcast Journalism MA at Sheffield the first year they ran it so was very much a guinea pig. I just missed out on the BBC Trainee Scheme during the course (I ate the examiners lunch by accident which didn’t help) but the most valuable part of the course was the work experience. That gave me a real idea of what working in the industry would be like. When I did get a job, I felt like I was already up and running.

I did my final radio piece on the shared experiences of a family of quads in Sheffield as they approached their GCSEs. We ran that as a feature on one of our many newsdays, which were a great grounding for doing the job for real.

The course also gave me the ideal platform for doing other things. I wrote for the University newspaper, helped set up the radio station (which is still going today) and I entered and won a football commentary competition run by Hallam FM while I was on the MA. I started working for them the week after I graduated and within six months I was the Sports Editor at Key 103 in Manchester, reading the news and commentating on Manchester United and City.

“Don’t tell him, but I loved learning media law from Mark Hanna. I still use that most days in the job.”
Nothing’s guaranteed in the jobs market – but a journalism degree from Sheffield certainly seems to help. The employment record of our masters graduates is tremendous, with some year groups enjoying close to a 100 per cent success rate. See the case studies elsewhere in this brochure to find out about the jobs they do.

This is because our graduates are talented and hard-working people who see journalism’s bigger picture. It’s also because we work hard, in several ways, to give them the best possible start to their careers. All our students benefit from CV workshops here in the department and support from the University’s excellent Careers Service at sheffield.ac.uk/careers.

Another way in which we boost our students’ employability is through work experience placements. If you take one of our applied MA courses (Print, Magazine and Broadcast Journalism) you’ll spend time with media organisations, giving a real test to the skills and knowledge you develop while studying.

We employ a dedicated Work Placement Co-ordinator, whose job it is to match you up with a hand-picked employer who’ll make the effort to provide an excellent, meaningful placement. Our close relationships within the media industry mean there’s plenty of choice. (Although you can organise your own placement if you prefer.)

What do our students think about their work placements? Read through the comments on the adjoining page to see – and check out hashtag #jusplacement on Twitter for more...

“It’s really important to me that our students get great work placements which they’ll get a lot out of. We don’t just send them anywhere. I go to visit employers and make sure they’re suitable and committed to providing a quality experience for our students.”

– Trish Mellars

Work Placement Co-ordinator,
Department of Journalism Studies
2. Funding is available

Several sources of funding are available for students taking our masters degrees. UK students are now eligible for Postgraduate Masters Loans. Some have obtained funding via the Sheffield Postgraduate Scholarship. There are bursaries and scholarships you can apply for if you’re taking MA Broadcast, Magazine or Print Journalism, and two funds exist specifically to improve the social and cultural diversity of professional journalism in the UK. See sheffield.ac.uk/journalism/masters/funding for the latest information.

3. There’s no deadline... but

Our advice is to submit your application by around March to begin a degree in September of the same year. We remain open for applications right through the summer, as long as there are places available on the course – but the sooner you apply, the more certain you can be that we’ll have a place for you.
The course pushed me to learn by doing. WSJ encourages journalists to jump into the unknown. And if your days as a student were mostly about sitting on a chair and listening to others talk, then you’re basically not WSJ material. Also, my writing became much better. I did a broadcast degree and now I write for a newspaper, so some might say that television or radio skills aren’t transferable in print or online. It’s false. I learned how to write in a much more concise and sharp way and this is actually how WSJ wants you to write too. Plus, the pressure we were put under during the newsroom days is really paying off now when I have to write short stories for the wires.

I did a one-month internship at the BBC in London and the reason I got the internship was because I was doing this course. The fact that the Sheffield Uni has got such a great reputation in the UK has been a great factor in choosing me over other applicants, I think. People in the industry know about the postgraduate degrees in journalism at Sheffield and they are highly thought of.
Applying for a career

Our admissions team are in the office all year round to help with your application. Check our website for the latest information – and if you need more, just call, email or tweet us.

Department of Journalism Studies
University of Sheffield
9 Mappin Street
Sheffield
S1 4DT
UK

Stay in touch.

📞 0114 222 2500 (UK), +44 114 222 2500 (international)
✉️ jnladmissions@sheffield.ac.uk
🐦 @sheffjournalism
/facebook ShefffieldJournalism