Public Diplomacy and Global Communication MA

This MA programme is designed by a senior diplomat and the teaching will draw on experts in public diplomacy, journalism and advocacy including former diplomats. It combines an innovative mix of theory and practice, inter-disciplinarity, diplomacy, communication and engagement with both academics and practitioners.

Degree summary

The MA offers students opportunities to learn about how different political actors and agencies influence opinion, as well as developing practical skills in advocacy and communication. Soft power, ‘digital diplomacy’, information and disinformation and other themes from this rapidly evolving area of the social sciences are considered alongside training in global public engagement (eg. podcast, film, journalistic skills, social media usage).

- Working with academics and practitioners you will learn key skills and knowledge involved in making effective public diplomacy and communication interventions. You will learn to understand the usage of concepts such as hard and soft power, public diplomacy and StratComms and their differences, overlaps and challenges, as well as building practical skills in communication.
- UCL Anthropology is one of the largest Anthropology Departments in the UK and offers an exceptional breadth of expertise. Our excellent results in the 2014 Research Excellence Framework indicate that we are the leading broad-based Anthropology Department in the UK. By agreement with UCL’s Political Science Department / School of Public Policy students may also take optional modules there, and are invited to attend extra curricular seminars. The 2014 Research Excellence Framework shows this is one of the UK’s leading centres for research in Political Science.
- You will have access to a wide breadth of research across UCL drawing on disciplines including Anthropology, Political Science, International Relations, Public Policy, Philosophy, Law and Data Science from this world-class university.

The MA will require extensive independent research and be taught in classes and seminars plus practical skills training. Occasional training sessions may be held on weekends. Because several trainers and speakers are working professionals in their fields we cannot rule out occasional changes to the course schedule but should such cases arise we endeavour to minimise any disruption. Assessment will take multiple forms including the production of critical essays with literature review and sustained, argued analysis, and of practitioner type materials and short written briefs.

Degree structure

Mode: Full-time: 1 year; Part-time: 2 years
Location: London, Bloomsbury

Part-time students take the core course plus one or two optional modules in the first year followed by one or two further modules (maximum 3 overall) and the dissertation in the second year.

Students undertake modules to the value of 180 credits. The programme consists of the core module in Public Diplomacy & Global Communication: History, Theory and Practice (45 credits), three optional/elective modules (15 credits each) and the final Research Project / Dissertation (90 credits).

Please note that the list of modules given here is indicative. This information is published a long time in advance of enrolment and module content and availability is subject to change.

COMPULSORY MODULE

Students will undertake one core module over the course of the first two terms in Public Diplomacy & Global Communication: History, Theory and Practice. From April they will work on their Research Projects / Dissertation.

- Public Diplomacy & Global Communication: History, Theory and Practice
- Research Project and Dissertation

OPTIONAL MODULES

Students choose three modules totaling 45 credits. The following is a representative selection of optional modules in Anthropology. Other UCL modules may be taken by agreement with the programme tutor and the host department. In 2018/19 students are, for example, taking Political Science courses in: Theories of International Relations; War & International Law; Energy & Climate Policy; The EU in the World; Governing Divided Societies; Public Ethics; Globalisation; and others.

- Issues in Power and Culture (15 Credits)
- An Introduction to Social Theory - a foundation course (15 Credits)
- Documentary Radio and Audio Podcasts - a practice based introduction (15 Credits)
- Practical Documentary Film making (15 Credits)
- Journalistic Skills for a Multi Platform World (15 credits)
- Writing Well About International Affairs (15 credits)
- Risk, Power and Uncertainty (15 credits)
- Anthropology of Social Media (15 credits)
- Anthropology of Development (15 credits)
- Anthropology of Islam in Diaspora (15 credits)
- Anthropology of Ethics and Morality (15 credits)
- Anthropology of Crime (15 credits)
- The Social Forms of Revolution (15 Credits)
- Anthropology of Socialists and Post Socialist Societies through Film and Text (15 credits)

Please note that we cannot guarantee that all the above modules will be available in 2019/20. However, further modules may be available in Anthropology and in other departments.

Dissertation/Research Project

- All students undertake an independent research project culminating in a dissertation (90 credits).
Your career

This programme is both theoretically and vocationally oriented. It aims to equip you to understand and be effective in the field of public diplomacy and global communication today, and to have the critical skills and awareness to flex your practice as the landscape continues to evolve.

The increasingly interconnected nature of the world and the growing importance of non state actors and social media to international affairs mean this domain, writ large, is likely to be an area of growing recruitment.

This MA launched in 2018 and as yet there are no alumni.

Employability

Acquiring key employment skills in the field of Public Diplomacy and Global Communication will help equip graduates to work in government, in NGOs, international development and aid, the media, and in other fields involving influence with an international dimension.
Entry requirements

A minimum of an upper second-class Bachelor's degree in a relevant subject from a UK university or an overseas qualification of an equivalent standard.

English language proficiency level

If your education has not been conducted in the English language, you will be expected to demonstrate evidence of an adequate level of English proficiency.

The level of English language proficiency for this programme is: Advanced.

Information about the evidence required, acceptable qualifications and test providers is provided at:
www.ucl.ac.uk/graduate/english-requirements

Your application

When we assess your application we would like to learn:

- why you want to study Public Diplomacy and Global Communication MA at graduate level
- why you want to study Public Diplomacy and Global Communication MA at UCL
- what particularly attracts you to the chosen programme
- how your academic and professional background meets the demands of this challenging programme
- where you would like to go professionally with your degree

Together with essential academic requirements, the personal statement is your opportunity to illustrate how your reasons for applying to this programme match what the programme offers.

There is an application processing fee for this programme of £75 for online applications and £100 for paper applications. Further information can be found at:
www.ucl.ac.uk/prospective-students/graduate/taught/application.

FEES AND FUNDING 2019/20 ENTRY

// UK: £16,420 (FT), £8,350 (PT)
// EU: £16,420 (FT), £8,350 (PT)
// Overseas: £26,110 (FT), £13,340 (PT)

The tuition fees shown are for the year indicated above. Fees for subsequent years may increase or otherwise vary. Further information on fee status, fee increases and the fee schedule can be viewed on the UCL Students website.

All full-time students are required to pay a fee deposit of £2,000 for this programme. All part-time students are required to pay a fee deposit of £1,000.

Full details of funding opportunities can be found on the UCL Scholarships website: www.ucl.ac.uk/scholarships

APPLICATION DEADLINE

All applicants: 16 April 2019

Details on how to apply are available on the website at:
www.ucl.ac.uk/graduate/apply

CONTACT

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EU referendum

For up-to-date information relating to specific key questions following the UK’s decision to leave the EU, please refer to www.ucl.ac.uk/brexit