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School of English  
& Journalism





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# Welcome



## Welcome to the School of English & Journalism at the University of Lincoln.

The School brings together two areas concerned with how we understand and interpret the world around us.

The study of English is about the representation of identity through literature, and our students learn to

engage confidently in open, discursive debates. We encourage them to question the way big ideas are represented in literature, and to understand the implications this has in society today.

Journalism and Public Relations provide a public service, communicating important information grounded in ethical principles, accuracy and integrity. This is the professional ethos in which students at Lincoln learn, with real life opportunities to develop the skills and techniques which will impress potential employers.

From the day they join us, English students are welcomed into a rigorous, research-driven academic community, and Journalism students into a professional, multiplatform news environment. They begin to learn the skills of critical thinking, analytical reading and debating. They have the power to shape their own learning to the subjects, genres and media that interest them. Our postgraduate students can choose from a range of taught and research programmes, with awards available at MA, MPhil and Doctorate level.

The School has a strong research portfolio, with most of the work produced by our academics being internationally recognised. We are home to the 21st Century Research Group, The Nineteenth Century Research Group and major bodies of research in the field of journalism.

In Journalism, industry liaison is key to our success and we engage in continuous consultation with employers, constantly adapting our curriculum to ensure it meets current industry needs. As such, our students graduate with a range of skills and experience to help them stand out in the job market.

**Deborah Wilson**  
Acting Head of School

# Undergraduate Study in English

English students at Lincoln study both the traditional canon of English literature – Shakespeare, Bronte, Browning, Eliot and Joyce – as well as genres that are sometimes overlooked, such as life writing, environmental literature, science fiction and women’s writing.

## BA (Hons) English

Our BA (Hons) English programme is ranked in the top 20 per cent nationally in the latest National Student Survey. English is a subject that presents important, often difficult questions. The BA (Hons) English programme at Lincoln does not shy away from asking challenging questions about identity, gender, representation and the individual’s relationship to the world. The syllabus explores a lively and varied collection of texts, from Milton to postmodernism, which honours the classics but makes room for new works and ideas.

Teaching takes place in an open, discursive academic environment, in which students develop their critical thinking skills and articulacy, contribute to debate in seminars and develop their own original arguments in written assignments.

Students learn to approach literature in both a chronological and thematic manner. You study the literature of an era in modules such as ‘Early Victorian Literature: Rebellion and Reform’, and genres or ideas across time in modules that include ‘Gothic in Literature and Film’. For students with an interest in joining the literary tradition themselves, there are optional modules in the second year to study creative writing and to submit an assessed portfolio of original writing.

### Example English Modules:

- Drama, Theatre, Performance
- Introduction to Poetry
- American Literature
- Modern Drama
- Renaissance Literature
- Madness, the Body, Literature
- Women’s Writing and Feminist Theory.

## BA (Hons) English and Journalism

The study of these related fields allows students to analyse a diverse range of literary approaches and acquire the technical skills of a journalist, graduating with a valuable degree that combines humanities and vocational training.

The Journalism modules equip you with the essential knowledge and skills that form the grounding for a journalistic career; writing, interviewing, designing, broadcasting and editing. The English modules provide an innovative approach to the chronological study of English literature, and incorporate a rich and varied range of works, from the Victorian novel to science fiction. Students complete two English modules and two Journalism modules per term.

Students benefit from extracurricular opportunities including Siren FM, visiting lecturers, student media and the chance to collaborate on research carried out by English academics.

Students graduate with skills in critical thinking, problem solving and analytical reading, all of which are highly valued by employers. They go on to work in media, education, politics, marketing, publishing and journalism.

### Example Journalism Modules:

- Journalism Skills
- Media Law
- Ethics and International Human Rights for Journalists
- Reporting Social and Cultural Diversity
- Advanced Feature Development
- Journalists on the Screen
- Peace and Conflict Reporting.

“The University of Lincoln’s English course ranked in the top 20 per cent in the country in the 2014 National Student Survey.”



# Undergraduate Study in Journalism and Public Relations

Journalists and Public Relations professionals need to be highly skilled, creative communicators with an eye for a story and a precise understanding of legal and ethical frameworks. In today's multimedia landscape, they must also be digital-savvy and comfortable operating in the high-pressure, live broadcast world of social media and live blogging.

## BA (Hons) Journalism

Journalism at Lincoln equips students with the knowledge and skills required to join the next generation of journalism professionals. You examine journalism in its historical and theoretical contexts, and produce news content across print, online, radio and television platforms.

We operate a newsroom culture in which you learn to constantly search for and produce fresh content. You develop the instincts and skills of a journalist, spotting scoops and developing in-depth features. You work in industry-standard facilities with rolling news feeds, print production and design software, digital radio and television studios.

In your first year, you explore the fundamental principles of journalism and produce news items on a regular basis. In the second and third years, you may choose from a range of modules including digital photography, international human rights, ethics, sports journalism and magazine production.

## BA (Hons) Journalism (Investigative)

This degree is designed to equip students with the necessary skills to hold authorities to account, expose wrongdoing and protect the principles that are fundamental to a fair and just society. You learn how to produce journalistic work across print, broadcast and online media, acquiring knowledge that is essential for a career in the media.

You will consider the history, theories and research techniques that underpin investigative journalism, learn how to use legislation, such as the Freedom of Information Act, and develop skills to conduct rigorous interviews. Throughout your degree, you will research and produce your own original investigations.

Course content is informed by the School's rich research environment to ensure your learning is up to date with developments in the sector.

## BA (Hons) Journalism and Public Relations

In the modern media environment, the traditional divide between journalism and public relations is becoming increasingly blurred. While the two disciplines remain distinct, today's journalism and PR professionals share a common goal: to tell compelling stories.

On this course, you learn the craft of journalism – spotting a story, researching and writing, and the core skills of public relations – choosing the angle, exercising good judgement and ensuring your story reaches the right audience.

You study topics that are essential for all communications professionals, including media law, journalism ethics and democratic structures. You learn to evaluate evidence, arguments and assumptions to reach sound judgements and to communicate these effectively. You will develop your analytical techniques and problem-solving abilities, as well as the cross-disciplinary skills needed for a dynamic, flexible career in journalism and public relations.

## BA (Hons) Public Relations

Public relations is the art of communication between an organisation or individual and the audiences they wish to reach. For those in the public eye, it is one of the most effective tools to protect and enhance reputations.

This course takes a strategic approach to public relations, drawing on the disciplines of storytelling, crisis management, events and campaigning. Academic staff with a wealth of industry experience support you to develop your written and verbal skills to enable you to become a confident communicator.

You will learn to embrace multimedia technologies, including video, audio and online material, and study how social media can be a volatile but powerful platform to reach large audiences. You will build a comprehensive portfolio of work through a programme of placements, internships and live briefs.

## Accreditations and Industry Recognition

**Our BA (Hons) Journalism programme is accredited by all the relevant industry bodies:**

- NCTJ (National Council for the Training of Journalists)
- BJTC (Broadcast Journalism Training Council)
- PPA (Professional Publishers Association)

**Our BA (Hons) Public Relations and BA (Hons) Journalism and Public Relations courses are recognised by:**

- CIPR (Chartered Institute of Public Relations)

**The University of Lincoln is a partner institution with:**

- PRCA (Public Relations Consultants Association)

**Journalism at Lincoln is 'Recognised for Excellence' by:**

- EJTA (European Journalism Training Association).





## Postgraduate Study in English

As a postgraduate student in English, you work at the cutting-edge of research. Leading academics, an active research culture and an established conference programme mean postgraduate study in English is an investment in your future.

### MA 21st Century Literature

The University of Lincoln is a centre of expertise in 21st Century literature. The programme offers the opportunity for students to learn from some of the subject's leading scholars.

This canon of literature is diverse and constantly growing, and as such it is one of the most exciting areas of English to study. You gain a critical understanding of current developments in literature by studying a variety of postmillennial texts. You will encounter a wide range of literary genres and styles, while advancing your research, communications and writing skills.

You have the opportunity to engage with the University's 21st Century Research Group, which boasts strengths in contemporary theatre, utopian literature and creative writing. You may also choose to be involved with the biennial international conference on 21st Century literature hosted by the group.

### MA Creative Writing

The School is home to published authors who pass on their knowledge of writing and publishing in the MA Creative Writing programme. This is an inspired, flexible course that allows you the freedom to explore different creative outlets, hone your writing skills and develop your own individual style.

The stimulating syllabus challenges you to work across a variety of genres such as fiction, poetry and drama, as well as enabling you to specialise in an area of your choice. This leads many students to discover new strengths and interests in areas they would otherwise not have had the confidence to explore.

“*The University of Lincoln has helped me to realise a future I would never have thought possible. I am now writing my PhD thesis on a subject I am passionate about – human relationships with animals in 20th and early 21st Century fiction. I am grateful to Lincoln for offering me this exciting and career-enhancing opportunity.*

Kate Parry, PhD English”

Throughout the course you will build up a portfolio of your own creative work and a network of contacts to prepare you for a career in writing.

### MA English Studies

This MA offers the opportunity to study a vibrant range of contemporary and historical literature at postgraduate level, and to enhance your writing, communication and research skills.

There is a focus on the diversity of literature, with modules on topics as varied as contemporary American fiction, ecocriticism, 19th Century writers, material culture and utopia. There are many optional modules and the flexibility to develop your own areas of interest within a particular period, genre or theme.

Research in the department currently spans a host of time periods and subjects, with particular strengths in 19th and 21st Century literature, women's writing, utopianism, drama and gothic literature. You may also have the opportunity to gain experience of public speaking by presenting your own work at the department's MA symposia.

### MA by Research English or Creative Writing

This unique programme is for students who wish to pursue a research project defined by themselves, in either English or Creative Writing, with the support of an academic environment and personal supervisors.

Staff in the department are internationally recognised as research leaders in their respective fields and will assist you in conducting

in-depth research into an area of your choice. You will receive training in research skills and have the support and guidance of a personal academic supervisor.

The culmination of the programme is a dissertation or piece of creative writing of around 25,000 words.

You will become part of a vibrant research culture with regular research seminars, such as the Humanities Research Seminar series, 21st Century Research Group seminars and The Nineteenth Century Research Group seminars.

### MPhil/PhD English

A doctorate qualification is the capstone of academic achievement, and the MPhil/PhD research opportunities at Lincoln allow you to explore an area of English that particularly inspires you.

You will join a department that is a hub of intellectual inquiry and academic rigour, where research students are supported by, and collaborate with, world-renowned academics. You have access to training to develop the practical and critical skills required for doctoral-level investigation, and support from a personal research supervisor.

Regular research seminars and postgraduate study groups provide a stimulating environment in which to discuss and debate theoretical concepts with fellow students, scholars and visiting academics. An interdisciplinary research culture facilitates collaboration with colleagues across the University, with particularly strong links with the Schools of Film & Media, History & Heritage and Fine & Performing Arts.

# Postgraduate Study in Journalism and Public Relations

As a postgraduate student at Lincoln, you join a rigorous intellectual community of highly respected academics with extensive industry experience. Our taught postgraduate students receive expert training in their chosen discipline and all students engage in independent research, producing high-calibre original work.

## MA Arts Journalism

This Master's is the only one of its kind in the UK, offering a unique focus on the reporting of the arts for those wishing to enter one of the fastest-growing areas of journalism. You will develop the analytical skills necessary to reflect on developments in the arts and learn to communicate artistic movements and genres to an audience.

The programme emphasises practical reporting, discussing and reviewing a range of the creative arts, from the niche (such as sculpture), to the more popular (such as cinema and television), to emerging fields like web-based production.

## MA Community Radio

Lincoln offers the only MA Community Radio programme in the UK, providing hands-on experience of producing and presenting, and an understanding of community radio's relationship to the wider media industry.

You will have access to Siren FM, the country's first Ofcom-licensed, campus-based community radio station, where you can become involved with producing and presenting original content.

Pioneering research into the subject is carried out by expert academics at Lincoln and students are encouraged to collaborate on these research projects.

## MA Digital Journalism

This programme takes an innovative approach to journalism in a web-dominated environment where expectations of speed, accuracy and quality are high. There is an emphasis on the technical side of digital journalism, with students learning how to produce written and multimedia content across a range of online platforms.

You will also undertake academic analysis across critical and theoretical issues, such as the relationship between digital journalism and human rights and the matter of privacy in the online age. The School is home to leading scholars and groundbreaking research is undertaken by staff and students alike.

## MA Journalism

The MA in Journalism prepares graduates for successful careers in print, digital and broadcast journalism. It offers practical, professional and academic training in journalism, with opportunities to gain experience in media organisations, including the BBC and the *Lincolnshire Echo*.

Industry-standard newsrooms provide state-of-the-art production software and broadcast facilities, ensuring you learn journalism in a multiplatform environment with the opportunity to specialise in the medium of your choice.

Many students gain work experience in community radio, student newspapers, television, magazines or our multiplatform website to enhance their practical skills.

## MA Journalism, War and International Human Rights

Peace and conflict journalism is an area of expertise in the School. Professor Richard Keeble, the late Professor John Tulloch and PhD student Florian Zollman, authored the field's seminal text, *Peace, Journalism, War and Conflict Resolution*.

This is an innovative programme which combines the practical skills of writing and broadcasting with academic discussions of law, human rights and the role of the media in wartime. You will acquire the skills necessary to work as a journalist specialising in war and human rights for the media, non-governmental organisations or national and international governmental bodies.

## MA Public Relations

This programme explores the rapid changes in the role of PR counsel in commercial and not-for-profit organisations, with an emphasis on the ability to critically assess issues in communications.

You will acquire the skills to work across traditional, multimedia and digital platforms. There is an emphasis on taking an ethical approach to storytelling in the post-Leveson era. Our academics are experienced practitioners and leading authorities in areas including social media communications.



You can gain experience with our student-run PR company, Cygnet PR, who work on live projects for brands including Harley-Davidson and the Lincolnshire Show.

## MA Science and Environmental Journalism

There is growing demand for qualified science journalists who can report on issues such as health or the environment accurately and succinctly. This Master's offers students the practical and theoretical training in journalism to communicate this subject to the public.

You will learn how to take scientific news and data and turn it into stories that engage the reader. You are taught by expert academics who have enjoyed successful careers in journalism and who undertake research in the field. There are opportunities for work experience with media organisations such as the BBC, as well as community radio, student newspapers, television and magazines.

## MA Sports Journalism

This Master's offers a professional education in print and broadcast journalism, taught by academics with industry experience and contacts in sports reporting. You benefit from a programme of guest speakers, which has recently included Roger Mosey, former Director of the BBC's London 2012 Olympic coverage.

You regularly report on local and national sports events and have the opportunity to be involved with a weekly sports programme broadcast on community radio station Siren FM. This experience of producing frequent, original content and of reporting on a

broad range of sporting events will prepare you for the fast-paced, demanding role of a sports journalist.

## MA by Research – Journalism

This degree will provide you with the skills to manage a complex research project of your choice, demonstrating initiative and self-reliance in pursuing research goals. It provides a strong foundation in research skills and independent study.

Graduates may go on to further study at doctoral level and apply for a PhD or PhD by Practice in Journalism (see below) within the School. Subject specialities include media diaspora in Britain, international comparative historical and literary perspectives, documentary studies and freedom of expression.

## MPhil/ PhD/PhD by Practice in Journalism

A doctoral qualification is the capstone of academic achievement, and Lincoln offers various research opportunities at this level: the MPhil, the PhD and the PhD by Practice.

These programmes offer the chance for independent study and production of original work. A PhD by Practice allows experienced journalists to reflect on and critique their professional work, submitting a body of work accumulated over a career alongside an associated commentary.

The School has a vibrant and inclusive research environment, and students have the opportunity to become involved in teaching and collaborative research projects with academics.



## Student Success in Journalism and Public Relations

A degree from the University of Lincoln extends far beyond the lecture theatre. We ensure our students become rounded, confident journalists and PR professionals. We offer opportunities for internships, work experience and research. This approach has led to numerous awards and competition wins for our students, and gives our graduates a competitive edge in the job market.



### Prize for Best PR Dissertation

Class of 2013 graduate Charlotte Willcocks received the prestigious Public Relations Consultants Association (PRCA) prize for the best undergraduate dissertation.

Charlotte had investigated methods of evaluating digital communications – how the public relations industry can make sense of the clicks, tweets and ‘likes’ their social communications receive.

The hard work on her dissertation, and throughout her degree, has helped Charlotte secure a graduate role working on digital campaigns at Holler, a London-based engagement and communications agency.

Charlotte says: “Studying PR at Lincoln has enabled me to fulfil my dream of working in a top digital agency in London. A combination of the excellent tutors, well-thought-out assignments and a year in industry has given me the tools required to really excel in a notoriously difficult sector. I was delighted to win the PRCA award and it highlights the regard the industry has for PR courses at Lincoln.”



### Lincoln Graduates Dominate Broadcast Awards

Each year the Broadcast Journalism Training Council honours the most promising journalism students and impressive campus media organisations. This year the University of Lincoln won an outstanding four awards, proving again why our courses have a reputation for excellent multiplatform training.

Nick Codling won the award for the Best Radio Documentary, whilst Lincoln’s student newspaper, *The Linc*, won Website of the Year.

Jonathon Brine received the silver award for the best Radio News Feature, and Laura Davies also received a silver award for best Television News Feature.

Senior lecturer John Cafferkey said: “The competition is fierce in these national awards, which truly demonstrates our Journalism courses’ multiplatform credentials. Journalism at Lincoln is going from strength to strength and the number of awards and nominations we receive reflects this.”



### Top Industry Prize for PR Student

Kay Peters graduated with first-class honours in 2013. She was also the recipient of the prestigious Chartered Institute of Public Relations Award for Best Student in Public Relations.

Kay’s hard work throughout her time at Lincoln led to her quickly securing a graduate role at Redrow, one of the UK’s leading property developers, as a Junior Marketing Account Co-ordinator. As part of the marketing team at head office, her role involves producing reports to quantify the effectiveness of advertising campaigns and maintaining contact with the press to ensure all booked advertising is accurate.

Kay says of her time at Lincoln: “A lot of my success is due to tutors having faith in my abilities and encouraging me to get involved with networking events and projects as part of Cygnet PR. Without them, I never would have achieved what I did, so for that I say thank you. My advice for budding public relations professionals is simply to get involved!”



## More Than Lectures

The School of English & Journalism believes that a university education is about more than just lectures and seminars. The career paths our students intend to follow are competitive and challenging, so we have designed our programmes to equip them with as much knowledge, experience and skill as possible through work experience, student media, conferences, study trips abroad and a vibrant guest speaker programme.

### Award-winning Community Radio Station on Campus

Students at Lincoln have the opportunity to gain unrivalled professional broadcasting experience working at community radio station Siren FM, which has been named 'East Midlands Station of Year' by the Radio Academy.

Siren FM has also won an impressive six international Edward R Murrow awards, which honour outstanding achievements in electronic journalism, from the Radio Television Digital News Association.

Siren FM was the first of just six Ofcom-licensed community radio stations to be based on a university campus. Its location offers students the opportunity to produce and present their own original content and the station has a steady stream of volunteers with fresh, innovative ideas.

The station has an open, creative remit for content, with programming limited only by its contributors' imaginations. Students are able to pitch ideas for new features, or even develop their own regular programme during their time at Lincoln. More than a hundred volunteers contribute to Siren's output, which can be accessed all over the world via online streaming.

The opportunity to produce and present original content for a professional radio station allows students to build up an impressive portfolio. Many of our students who were involved with Siren FM now work at major regional and national radio stations, including the BBC.

Listen to Siren FM on 107.3 FM in Lincoln and online at [www.sirenonline.co.uk](http://www.sirenonline.co.uk)

### Student PR Agency Handles Live Briefs

Lincoln is home to its own student-run public relations agency, Cygnet PR. Cygnet handles live briefs for a range of local and national organisations, offering students the opportunity to engage in real PR projects, promoting charities, raising the profile of events, and giving start-up businesses a boost.

Recent clients who have commissioned projects with Cygnet PR include Harley Davidson, Lincoln Credit Union, the Mary Portas Projects and the Lincolnshire Show.

This year, students have been working for the Lincolnshire Bomber Command Memorial Trust as they hold a host of high-profile events. Students consulted on poster designs, organised events and set up a sub-brand, Student Command, with an aligned social media presence. Project Director Nicky Barr said: "The students

were an enormous help in engaging with the 18-24 age group. This is a model that the Trust will roll out to other educational establishments. We are very grateful to the team for all their hard work, energy and enthusiasm."

Social media has become a specialist area for students volunteering with Cygnet PR. Many clients engage the agency's help with setting up a social media presence, engaging with customers and live blogging events. The Cygnet team worked on the annual LincUpLive event this year and were able to get the event trending on Twitter.

### International Conference Explores New Directions of Contemporary Literature

The first *What Happens Now?: 21st Century Writing in English* conference was held in Lincoln in 2010. Since then, this biennial conference has become a major international event for contemporary literature scholars and students.

This year, the four-day conference attracted leading literary thinkers from 15 countries across the globe, who gathered in Lincoln to explore the new directions of 21st Century literature. The event provides a forum for the discussion of significant creative, literary and dramatic work published since the year 2000.



## European Parliament Visit

This year the European Parliament Information Office invited our students on a free study tour of the political beating heart of Europe – Brussels. There was a full schedule of presentations, talks by senior press officers, briefings on the structure of the European Parliament, committee sessions and a networking dinner with Brussels-based journalists.

The students were offered a rare glimpse into the inner workings of the European Parliament and came away with a thorough understanding of its structures and functions. They also learnt about the importance of clarity and accuracy in political journalism, and found a greater appreciation for the difficult job that political reporters do.

Third year student Richard Morris said: “The trip really changed my outlook on the European Parliament. I can now see the necessity of it and the importance it has on our lives, from green energy to economic policy. I enjoyed the exchange of views in the chamber and can see how coverage of the European Parliament would be different to that of our own political system.”

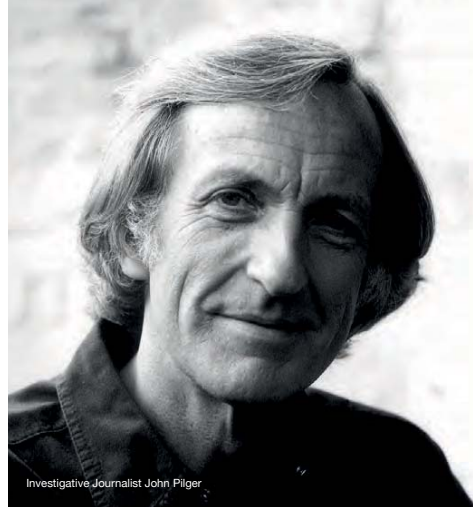
## Learn From Eminent Journalists

Our students have the opportunity to learn from some of the most senior and respected individuals in the industry as part of the School's innovative guest lecture programme.

Open to all students, these lectures offer a platform for journalism and public relations professionals to share their experiences and wisdom with students. This year, the series has included award-winning investigative journalist John Pilger, Chairman of the CIPR Alastair McCapra, former New York and Political Correspondent for *The Sun* Bill Coles, acclaimed broadcaster Angela Rippon, and editor of *The Economist* online Tom Standage.

Recent years have seen Yasmin Alibhai-Brown speak about the future of local newspapers, and Liz Brewer, publicist for Dame Shirley Bassey and Ivana Trump, share her insight into the world of journalism and PR. Fashion freelancer and social media expert Sofia Shershunovich spoke about the importance of new digital media, while Roger Mosey, former BBC Editorial Director, discussed his experiences in sports broadcasting as Director of the London 2012 coverage.

More excellent speakers are lined up for the coming months, including radio producer Fran Acheson, *Farmers' Weekly* editor Jane King, the BBC's Senior Diplomatic Correspondent Bridget Kendall and *Guardian* journalist Lara Pawson.



Investigative Journalist John Pilger



Former Director of the BBC's London 2012 coverage, Roger Mosey



Broadcaster Angela Rippon





# Meet our Alumni – English

Our English graduates possess critical thinking, analytical and problem-solving skills which are highly sought after by employers. They go on to enjoy successful careers around the world in professions such as marketing, publishing, the arts, the civil service and education.

## Career Development

Our students go on to enjoy successful careers around the world at regional and national newspapers, broadcasters, press agencies, publishing houses and public relations firms. Some of our recent graduates are working at the *Guardian*, *The Times*, the BBC, Channel 4, 33 Digital, Sony and GlaxoSmithKline.

### Careers and Employability Guidance

As a University of Lincoln student, you have access to coaching, information and guidance from our Careers & Employability Team. They can support you with developing your CV, writing covering letters, seeking out and applying for vacancies, preparing for interviews and obtaining paid and voluntary work experience during your studies.

In addition to advertising graduate positions, the team also organises a wide range of careers-related events and activities throughout the year. These include the annual Enterprise & Employability Week, employer presentations, employer mentoring schemes and an annual student and graduate recruitment fair that attracts more than 1,500 visitors.

### Fourth in the UK

The University's media programmes, which include Journalism and Public Relations, are ranked fourth in the UK for graduate prospects, according to *The Times and Sunday Times Good University Guide 2014*.

### One-to-one Support

Our dedicated careers advisors can provide the individual support and information you need when considering your future.

You can make a private appointment or take part in drop-in sessions that run throughout term time. Each School has its own dedicated careers adviser who can advise on the best types of experience to prepare you for a career in your chosen industry.

### Expert Advice

Your personal tutor is on hand throughout your time at Lincoln to offer personal advice and guidance regarding your career.

Academics in the School have contacts with media agencies, cultural organisations and education institutions and can help students to pursue work experience and graduate employment.

For aspiring journalists, the assignments you complete will contribute to an extensive portfolio of professional work to showcase your skills.

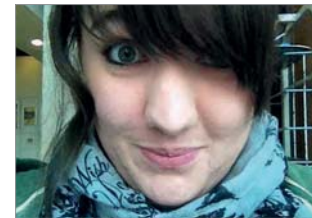
### More than 9 Out of 10 Graduates in Work

According to the latest Destinations of Leavers from Higher Education Survey, 95% of BA Journalism graduates and 100% of BA Journalism and Public Relations graduates were in employment or further study within six months of completing their studies.

### Charlotte Hancock

**BA (Hons) English**

"Studying English at Lincoln has been a fantastic experience. One of the best things about the course is that the number of module options allows you to steer your own learning. The diversity of texts we studied really broadened my understanding of English literature and the many theories that can be applied to it."



"The course has equipped me with skills that will be useful in interviews and jobs in the future, and I have gained so much confidence. The tutors are incredibly approachable and helpful – they inspire you to do your best. All of them are dedicated and truly care about the subject and students they are teaching."

"Lincoln is a fantastic place to go to University; the campus is so welcoming and safe that I knew the moment I arrived that I wanted to study here. Whatever happens in my future, I will always remember how much I loved being part of the English course at Lincoln. Who knows, perhaps I'll be back to do a Master's..."



### Jacob Murphy

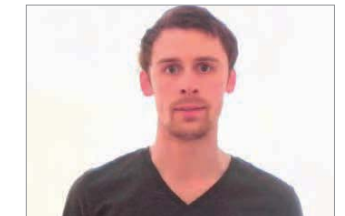
**MA 21st Century Literature**

"After completing the BA (Hons) English, I enrolled on the MA 21st Century Literature. It has allowed me to discover new research interests and explore them at a higher level."

"The tutors at Lincoln are brilliant and supportive, pushing us all to achieve our full potential. Although the jump from undergraduate to postgraduate study was initially daunting (especially presenting at the symposia!), it soon became clear that the course enables you to follow your own path."

"The course opened up new opportunities, such as allowing me to contribute to the journal, *Alluvium*, and present a paper at the Current Research in Speculative Fiction 2013 event at the University of Liverpool."

"I returned to Lincoln this summer to present a paper at the *What Happens Now?* conference, and am currently sharpening up a PhD proposal that combines two of my greatest interests – literary theory and martial arts! My time at Lincoln has been a brilliant part of my life."



### Nicholas Beaumont

**MA English Studies**

"I graduated in 2012 after completing an undergraduate degree and an MA in English. Since leaving, I have been working in marketing and ecommerce, with a particular emphasis on content writing and management."

"My first job after graduation was as a Content Manager in Shanghai, China. My tasks involved writing and managing copy and communicating with other teams, making my three years of studying literature extremely valuable. I am now back in the UK, working in content creation for a large lifestyle and hospitality brand, and I am involved more in the marketing side of business."

"There are several ways my degree helped my career, the first being my ability to develop content and secondly, I acquired skills in analysis and communications. By using the skills I developed during my degree, I have gone from strength to strength in the world of ecommerce."



Andrew Morton is Public Relations Manager for the Red Arrows



## Meet our Alumni – Journalism

Our Journalism and Public Relations alumni work in some of the world's major media organisations, from the *Guardian* to the National Farmers' Union, and the BBC to Manchester United TV. Here, a few of our graduates share their stories about how their time at Lincoln helped them into their dream career.

### Flying High with the Red Arrows

Andrew Morton (pictured above, left) graduated from the BA (Hons) Journalism programme in 2002 and has since enjoyed a high flying career in journalism and PR. After completing several months of work experience at the *Hull Daily Mail* during his degree, Andrew secured a post as a junior news reporter with the paper within 48 hours of graduating with first-class honours. He says: "Work experience is crucial. Offer to work for free, get noticed, look smart, know your patch and have plenty of story ideas."

Over the next nine years, Andrew worked his way up through the ranks, becoming a senior reporter, specialist writer, video journalist and eventually news editor at Yorkshire's biggest-selling newspaper. His success was due to his dedication to producing the best content for his audience. He says: "If you concentrate on nothing other than getting the angle and audience right then you will always produce the best story, video package, PR pitch or website for your organisations and its readers. It's something that I was taught in my very first lectures at Lincoln and has stuck with me ever since."

Next, Andrew went on to launch a pioneering PR and marketing firm, managing a varied client base and a range of creative briefs. "The full-service PR agency industry is brutal, competitive and

tough," he says. "Again, being able to write good, clean copy is vital and will help you progress."

It was Andrew's decision to specialise in one area that led him to "the best job in the world" as public relations manager for the iconic Royal Air Force aerobatics team, the Red Arrows. With 'the Reds', Andrew travels all over the world, helping to generate excitement in the media and hosting the press at events.

Andrew says: "I never thought I would find myself back near Lincoln and working close to my university city. I absolutely loved being in Lincoln, my time at the university, the life-long friends I made and the course itself."

### Interviewing Olympic Stars for the BBC

Edward Sault (pictured above, right) graduated from Lincoln in 2005, and is now a Senior Broadcast Journalist at the BBC. After graduation, he worked for BBC radio stations in Lincolnshire and Jersey before becoming a television reporter for BBC Channel Islands News. In 2012, he moved to BBC Look North, where he was a reporter and presenter on the breakfast and lunchtime programmes, before moving back to the Channel Islands.

Edward is now the main presenter for the BBC's regional news programme in the Channel Islands. This summer he was heavily involved in live coverage of the Commonwealth Games from Glasgow and the arrival of the Queen's Commonwealth baton, where he interviewed Olympic star Tom Daley.

He says: "The teaching at Lincoln, with award-winning broadcast journalists for tutors, gives students a real experience of life in a newsroom. I highly recommend Lincoln to anyone who asks for advice on where to study journalism. I can speak for my fellow graduates; we had a wonderful time and, if we could, would do it all over again!"

### Georgia Brown BA (Hons) Journalism and Public Relations

Georgia Brown graduated with a first-class honours in Journalism and Public Relations in 2012, quickly securing a three-month internship with PR agency Tribe. Her colleagues were impressed by how much Georgia already knew about the industry, and just a month into the placement she was offered a permanent role as a Trainee Account Executive.

Georgia worked on the government's 'Tomorrow's Engineers' campaign alongside the Department of Business, Innovation and Skills, and on major infrastructure projects, including a new £200 million gas-fired power station.

Georgia recently climbed another rung on her career ladder by taking up the role of Press Officer for the National Farmers' Union. She is managing tricky topics in the media like bovine TB and flooding, whilst promoting campaigns like Back British Farming.

She says: "If it wasn't for the encouragement that the staff at Lincoln gave me, especially in the way of work experience, I wouldn't have had the confidence to apply for the Tribe internship."

"My degree hasn't just given me a certificate; it's given me contacts, a set of skills I could put directly to work, advice from successful people in the industry, references from lecturers, and a belief that I can reach the top."

### Neil McGlade MA Sports Journalism

Neil McGlade graduated from his Master's in 2010. He specialised in newspaper sports reporting and is now a sports writer for *The Edinburgh Evening News*, *The Scotsman* and *Scotland on Sunday*.



He has interviewed some major sports stars, including 16-times world darts champion Phil 'The Power' Taylor, judo Olympic medalist Gemma Gibbons, and European champion and Team GB speed-skater Elise Christie. He also attended the Commonwealth Games in Glasgow as a reporter, where he specialised in boxing coverage.

He says: "I feel very fortunate to be in a position where I am paid to report on live sport in my hometown of Edinburgh and beyond. I will forever be grateful to the University of Lincoln for giving me the impetus to pursue this incredible and rewarding challenge."

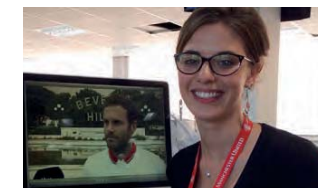
### Emma Everitt BA (Hons) Journalism

Emma Everitt graduated in September 2014 and has already secured a coveted position as a Trainee Digital Editor for Manchester United TV (MUTV).

She produces content for the MUTV website, editing features such as football highlights and player interviews. The flexibility of her degree enabled her to focus on television and this prompted Emma to pursue a career in broadcasting.

She says: "The course allows you to focus on the types of journalism you wish to explore. For me, the module I enjoyed the most was the 'Television Major'. This was where I worked the hardest and received the most satisfaction."

While at Lincoln, Emma was Co-news Editor of the Siren FM news show and News Editor for the LSJ website. "I can look back over my three years at university and I am proud of the achievements I have made and the path I have taken," she says. "This was due to the fantastic people who help make Lincoln successful and an exciting place to be."



# Groundbreaking Research

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The School of English & Journalism boasts a large and diverse research portfolio. It is home to world-leading academics, outstanding postgraduate research students, national archives and two research groups. Research currently underway in the School spans six centuries, three continents and countless genres. Our cutting-edge discoveries inform and expand the teaching of our students at both undergraduate and postgraduate level.

## Breaking Down Barriers Between Universities and Schools

Research carried out by English academics at Lincoln has resulted in the creation of two new open access journals aimed at engaging the public, and specifically school students, with 21st Century literature.

*Alluvium* was set up by Dr Sian Adiseshiah, an expert in 21st Century literature who is particularly active in research regarding critical opinion of contemporary drama and its representation of important cultural issues.

*Alluvium* shows early signs of transforming the relationship between higher and secondary education, where the need for concise, accessible information is changing both teaching practice and students' approaches to 21st Century literature.

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## English Research Groups

The School is home to two active research groups which examine literature, culture and society during specific periods. The 21st Century Research Group is a dynamic, interdisciplinary cluster of scholars researching literary, aesthetic, digital and cultural mediations of the 21st Century.

It provides a forum for the exchange of ideas about research issues, theories and methodologies, and encourages collaboration and peer support among its members. The Group includes academics from English, Media, Performing Arts, Art, Design, Business and Law.

The Nineteenth Century Research Group brings together a group of academics who are experts in the history, culture and literature of the 'long 19th Century'. The Group has organised a number of conferences at Lincoln, including one on life writing and one on travel, both of which led to the publication of essay collections.



## Comics and the World Wars – A Cultural Record

A major body of research from an academic at the University of Lincoln has proven comic strips as culturally and historically significant as the more traditional journalism they go alongside.

Professor Jane Chapman has demonstrated the potential of comics to reveal uncensored information about societies' attitudes, emotions and propaganda at significant points in history.

This pioneering project is funded by the Arts and Humanities Research Council and explores forgotten publications to achieve a better understanding of the major cultural impact of comics producing during the two world wars.

While it is common for the reading public to harbour nostalgic memories of childhood publications, most do not realise they reveal significant cultural insights. For instance, they highlight the gendered and class aspects of world war history that often remain unacknowledged.

Professor Chapman says: "Comics can reveal emotions in a way that a straight history book wouldn't. They're a very good instant record, but they can also be used for propaganda purposes. They can be compared to official records; you can say, 'What do you get from this that isn't in the official records?'"

The research will culminate in two major exhibitions at London's Cartoon Museum, and Professor Chapman has been selected as an expert consultant for the BBC's 2014 anniversary programming on the First World War.

## English Academic in National Campaign

Dr Owen Clayton has been featured in the national 'No Glory in War' campaign, supported by high profile figures including poet laureate Carol Ann Duffy, Alan Rickman, Vivienne Westwood and Simon Callow. The 'No Glory in War' website includes work from around the world on the subject of war. Dr Clayton's, *Hidden from history: the poetry of the First World War you don't study at school*, was a featured article.

In his article, Dr Clayton argues that First World War memorial events are dominated by British writers, ignoring poetry of equal merit from France, Germany and Russia. He calls for readers to "seek out literature from beyond our shores" in order to broaden our understanding of war poetry. He also suggested designating August, the month in which Britain entered the First World War, as a month during which we would only read poetry from outside the UK. Doing so would "pay deep respect to the 'cosmopolitan sympathies' of Rosenberg, Sassoon and many of their fellow anti-war poets."

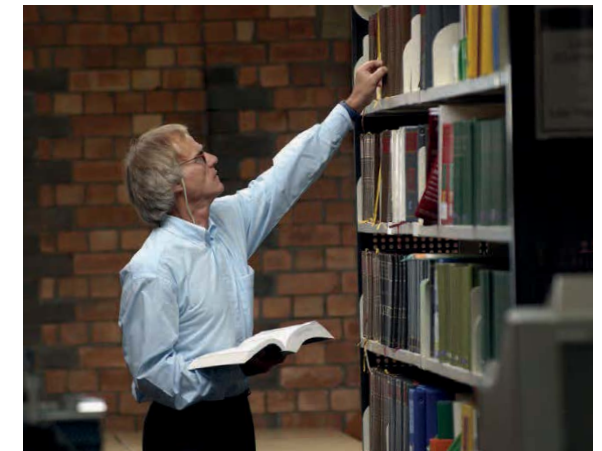
The 'No Glory in War' campaign adopted Dr Clayton's proposal, naming August 'International WWI Poetry Month', and publishing a new poem, selected by Dr Clayton, for its readers each day.



## Helping Marginalised Communities Write Their Stories

Life writing is an area of expertise at Lincoln. A group of academics is seeking to use this expertise beyond higher education to empower local communities to document their own stories for posterity.

Dr Sian Adishesiah, Dr Amy Culley and Dr Rebecca Styler have been helping local communities to research, represent and document their own narratives. The 'Telling Our Stories' project is supported by a £37,000 grant from the Arts and Humanities Research Council and involves documenting stories of life and work from communities around Lincolnshire.



Community exchange spanning generations and cultures is a large part of the project, leading to a better understanding and appreciation of diversity, and helping to foster more inclusive, cohesive communities.

Dr Adishesiah says: "These are stories that may not be part of mainstream historical narratives. The lives of everyday people tell us about human nature, about identity, about community interactions. So I think it's vitally important, from a historical perspective, to capture these life stories."

The project is also enhanced by Dr Culley's expertise in women's self-narration of the late 18th Century. Dr Culley researches the ways in which individuals represent their personal stories and the lives of others in order to find alternative methods of writing the past. Dr Styler's research, meanwhile, focuses on women's religious writing of the 19th Century, including spiritual biography and autobiography.

# Recent Publications

Academics in the School of English & Journalism are active researchers who publish their findings widely. Here is a selection of some of the most recent publications by our esteemed academics.

## The Rushdie Fatwa & After: A Lesson to the Circumspect

**Professor Brian Winston**  
*Palgrave Macmillan*

The Imam Khomeini's death sentence on Salman Rushdie 25 years ago threatened the freedom to create. Since the fatwa on Rushdie, there have been many instances of zealots of various faiths violently protesting artistic expression and journalism. Professor Winston's book examines the original event, subsequent attacks on creative freedom, and the effect on contemporary journalism and communications. It argues that our ability to resist these assaults has been undermined by Western tolerance, and that we are still seeing the consequences of that fatwa today.

## Data Journalism: Mapping the Future

**Professor Richard Keeble**  
*Arima Publishing*

The rise of data journalism in newsrooms across the UK is the focus of a new book by leading journalism scholar, Professor Richard Keeble. With vast amounts of open data now freely available online, the media are increasingly using statistics to source stories and support headlines. Professor Keeble has compiled one of the first scholarly publications to explore this emerging trend. *Data Journalism: Mapping*

*the Future* is a collection of essays from prominent academics and industry experts who explore the rise of this developing process.

## Is the BBC in Crisis?

**Professor Richard Keeble, John Mair and Professor Richard Tait (eds.)**  
*Abrams Publishing*

Executives' pay, Director-General George Entwistle's fall from grace, Newsnight's McAlpine mistake and the Jimmy Savile revelations have all dealt a massive blow to the public's trust in the BBC. This collection of essays written by politicians, broadcasters, PR experts and academics asks whether the corporation can recover from these rocky few years. Contributors analyse the BBC's mistakes, assess its current position and propose possible solutions to put its reputation, and its licence fee, back on track.

## Global Literary Journalism: Exploring the Journalistic Imagination, vol. 2

**Professor Richard Keeble and Professor John Tulloch (eds.)**  
*Peter Lang Publishing Inc.*

Literary journalism is an area of expertise for academics at Lincoln, and this new

volume of one of the discipline's seminal texts expands the scope of study both geographically and thematically. It explores literary journalism in the UK, United States, India, Australia, France, Brazil and Portugal. There is a focus on the origins of literary journalism, with chapters on Marguerite Duras, Mohatma Gandhi, D. H. Lawrence and Evelyn Waugh.

## British Women's Life Writing, 1760-1840: Friendship, Community and Collaboration

**Dr Amy Culley**  
*Palgrave Macmillan*

Dr Amy Culley is a renowned expert in life writing, and her new book brings together a range of print and manuscript sources that tell the stories of ordinary women living in the 18th and 19th Centuries. The book explores the innovative ways women found to document the stories of their lives and the lives of others. It argues that the personal relationships and communal affiliations evidenced in these unorthodox stories are as important as traditional autobiography, and offer new insights into women's relationships.

Dr Culley focuses on the spiritual writing of Methodist preachers, the memoirs of courtesans, and British travellers' accounts

of the French Revolution. This text is a critical assessment of the complex genre of life writing and its importance within women's literary history. Detailed case studies illuminate the self-representation strategies of canonical writers such as Mary Wollstonecraft, alongside previously untold stories of ordinary women.

## Contemporary Asylum Narratives

**Dr Agnes Woolley**  
*Palgrave Macmillan*

This work explores an emerging cultural engagement with asylum seekers and refugees in 21st Century Britain. New legislation around detention, deportation and dispersal at the turn of the century is the historical context for Dr Agnes Woolley's latest book. Dr Woolley focuses on authors, playwrights and filmmakers, bringing literary and cultural criticism to bear on asylum issues by exploring the representational politics that determine our responses to the stateless individual whose numbers are certain to increase in line with global economic and ecological crises.

*Contemporary Asylum Narratives* makes links between refugee studies and narrative fiction, challenging critical concepts related to migration such as hospitality, cosmopolitanism and globalisation. In doing so, this book marks

a transition from older, diasporic modes of belonging to the need for identification that accounts for the increasingly precarious and contingent migrations of the contemporary era.

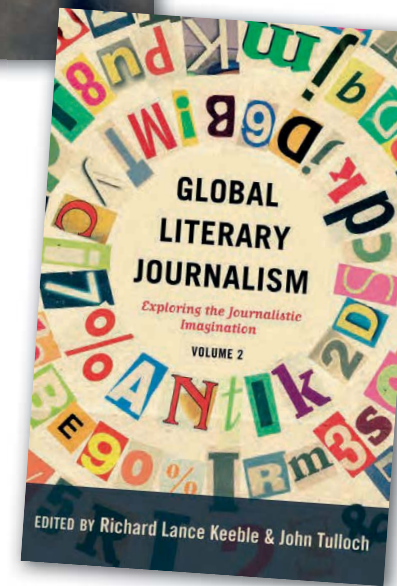
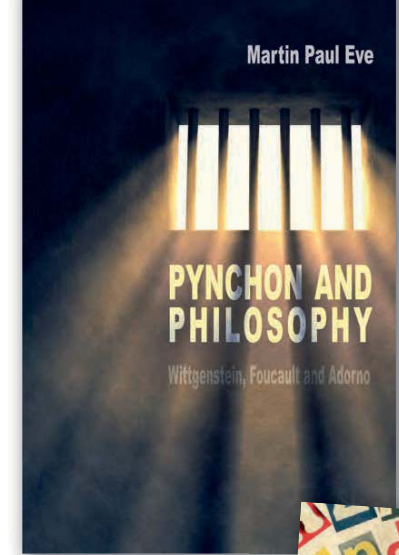
## Pynchon and Philosophy

**Dr Martin Eve**  
*Palgrave Macmillan*

Thomas Pynchon is one of the most important living American authors. He is famed for his lengthy, complex and erudite fictions, which draw on science, mathematics and philosophy. An examination of the philosophical dimensions of Pynchon's work, therefore, is long overdue.

In *Pynchon and Philosophy*, Dr Martin Eve redresses this balance, mapping Pynchon's interactions throughout his works with the philosophy of Ludwig Wittgenstein, Michael Foucault and Theodor W. Adorno. The result is a fresh approach to Pynchon's seminal but dense novels.

*Pynchon and Philosophy* is based on the notion that Pynchon's own particular brand of postmodernism mocks theoretical frameworks. He has been accused of being an anti-rationalist, a nihilist who revels in the collapse of logic. In this book, Dr Eve shows that a showdown between Pynchon and these philosophical figures can unearth the latent ethics within Pynchon's novels and counter these claims.





## Our Facilities

The School of English & Journalism benefits from state-of-the-art, professional-standard facilities in the Media, Humanities and Technology building on our waterside Brayford Pool Campus.

Our industry-standard newsrooms are equipped with rolling news feeds, individual work stations, professional design software and print production capabilities.

Students specialising in radio or television production have access to a state-of-the-art production environment with television studios, radio studios, video and audio edit suites, digital image editing and multimedia suites. There is a range of portable camera, lighting and sound equipment including HD cameras for students to use when producing content off campus.

All Journalism students receive a free Adobe Cloud licence while studying at Lincoln, which provides them with access to all professional-standard Adobe Creative Suite software on their own devices.

The University of Lincoln's award-winning Great Central Warehouse Library is open 24/7 during busy periods. Resources include more than 26,000 books and ebooks, 44,000 print and electronic journals, specialist collections and audio-visual archives. Expert staff can help you to navigate resources and deliver training in software programmes, statistics and referencing.

### Major Archives

The University of Lincoln is home to two nationally significant news archives for use by students in the School of English & Journalism. The John Pilger Archive contains a record of all reporting carried out by the internationally renowned investigative journalist and University of Lincoln visiting professor, John Pilger. *The Lincolnshire Echo* archive is a record of all editions of Lincolnshire's biggest selling newspaper and is a valuable resource in the cultural and journalistic history of the county.



## Find Out More

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There are many ways for you to engage with the University of Lincoln and the School of English & Journalism, whether you want to visit us and take a look around our campus, join our online community or simply find out more about the programmes and research opportunities we offer.

### Open Days

We hold Open Days throughout the year, during which we open up our campus to all prospective students to look around. Open Days are an opportunity to see our facilities, speak with academics, view our on-campus accommodation and meet current students. Please visit [www.lincoln.ac.uk/opendays](http://www.lincoln.ac.uk/opendays) for information on the next Open Day.

### Social Media

To keep up to date with the latest news and information from the University, follow us on Twitter [@unilincn](https://twitter.com/unilincn) or like us on Facebook by searching **University of Lincoln (UK)**. You can also contact us at our own Twitter accounts, [@LincolnEnglish](https://twitter.com/LincolnEnglish), [@UL\\_Journalism](https://twitter.com/UL_Journalism) and [@UL\\_PR](https://twitter.com/UL_PR)

### Masterclasses and Taster Days

A postgraduate Masterclass Taster Day provides the perfect opportunity to take part in a workshop or lecture in a subject of your choice within the vibrant postgraduate learning environment at the University of Lincoln.

BA (Hons) Journalism students have the opportunity to try out the Lincoln experience with us on a Taster Day, which involves workshops with tutors and other potential students.

Keep an eye on our social media pages and website for the next available dates or email [pgevents@lincoln.ac.uk](mailto:pgevents@lincoln.ac.uk) for more information.

### International Students

The University of Lincoln provides a vibrant and dynamic atmosphere for international students who are looking to study in the UK. Lincoln is one of the safest and friendliest university cities in the UK with great transport links to London and other major cities. A wealth of information is available at [www.lincoln.ac.uk/international](http://www.lincoln.ac.uk/international)

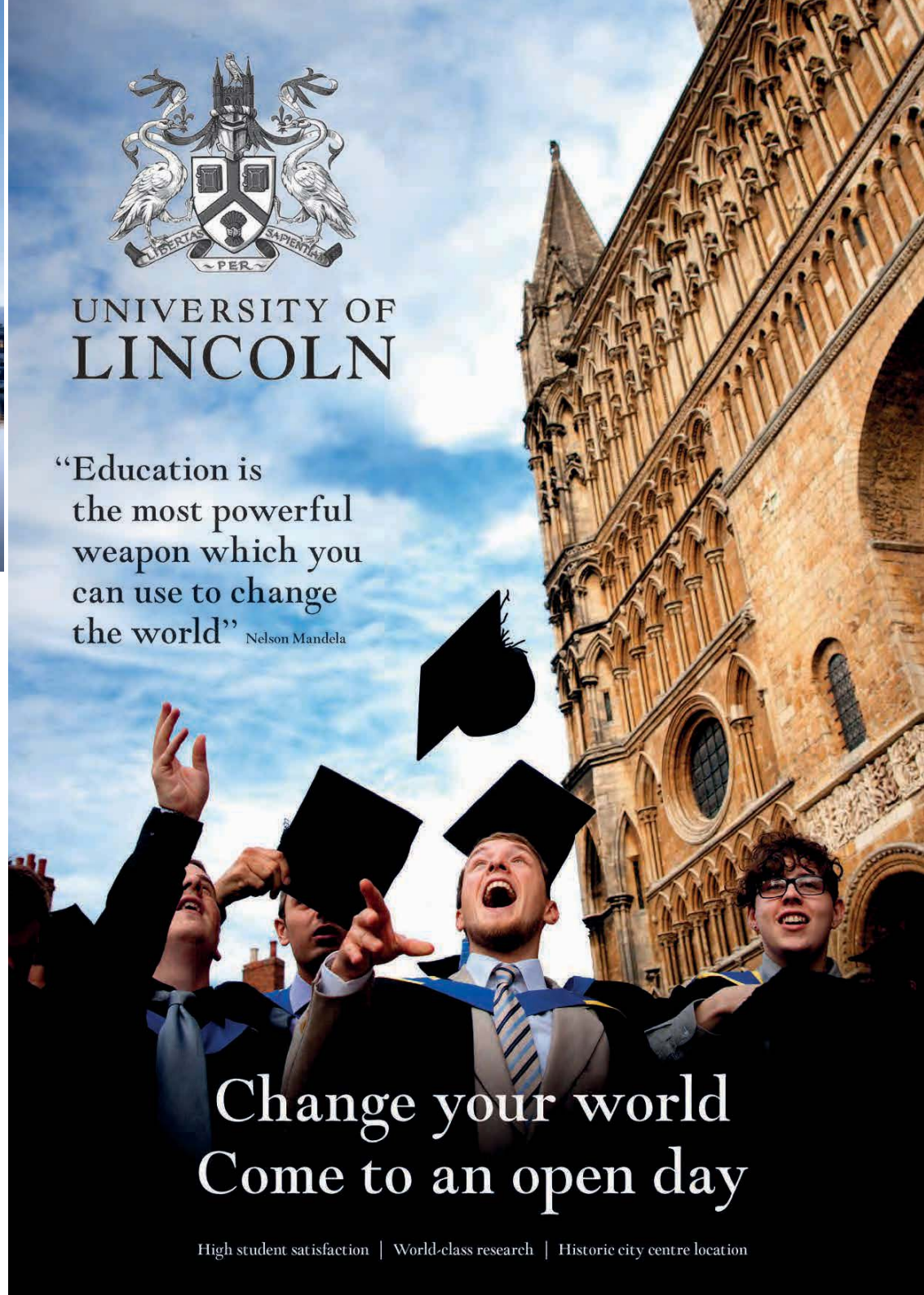
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# UNIVERSITY OF LINCOLN

“Education is the most powerful weapon which you can use to change the world”  
Nelson Mandela



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