



OLLSCOIL NA
GAILLIMHE
UNIVERSITY
OF GALWAY

Coláiste na nDán, na nEolaíochtaí
Sóisialta & an Léinn Cheiltigh
College of Arts, Social Sciences
& Celtic Studies

Bachelor of Arts (Global Media)



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Why Study Global Media?

Our Global Media programme is designed for students eager to engage critically and creatively with the rapidly evolving world of media and communication. This programme examines the cultural, political, and aesthetic impact of media and digital technologies on our increasingly interconnected world.

As a Global Media student, you'll explore how media and communication technologies drive globalisation, shaping our social, political, economic, and cultural landscapes.

You'll investigate how these technologies transform information exchange, influence our work and worldviews, and redefine relationships between nations and communities.

Our curriculum provides you with both theoretical and ethical frameworks, as well as practical tools, to analyse today's highly digitalised and mediated national and global cultures. You'll gain insights into historical and contemporary contexts of global media, preparing you for roles as communicators, researchers, analysts, or advocates in international settings.

Course Name: BA (Global Media)

CAO Code: GY135

Course Level: 8

Duration: 4 years

Min Entry Points 359

2025: Minimum Grade H5 in two subjects and passes in four other subjects at O6/H7 level in the Leaving Certificate, including Irish, English, another language, and three other subjects recognised for entry purposes.

Entry Requirements:



Join us to develop the knowledge, skills, and ethical awareness necessary to thrive in an interconnected world, where media and digital technologies play a pivotal role in shaping our shared future.

Did you know?

Global Media is also available to study as a subject in GY101 BA (Joint Honours).



Career Opportunities

On graduating you'll be ready to work in a range of media-related roles including in journalism; television and film production; tech companies; the civil and public service; NGOs; marketing and communications; and a wide range of other areas.

Galway has a vibrant media sector both on-campus and off-campus with strong media production, film and television companies based in the West of Ireland as well as a student run radio station, Flirt FM, on campus.

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Course Outline

Year One

In First Year you will register for Global Media and choose two Arts subjects from the Joint-Honours subject groupings.

Only the following subjects are available: Sociology and Politics, History, Economics, Philosophy, English, French, Spanish, Italian, IT or Gaeilge. In second year you can choose to take either a Single Honours or Joint Honours degree. If you choose Single Honours you will continue with Global Media to degree level.

Year One (Core Modules)

Global Media modules may include:

- Digital Literacy Essentials
- History of Media
- Introduction to Media and Communication
- Pop Culture, Media and Society

Year Two (Indicative Modules)

- Power without Responsibility
- Online and Social Media: Theory and Practice
- Understanding Media Audiences
- Media and Visual Cultures
- Media Production
- Communication Design
- Designing User Experiences

Year Three

Students will have the opportunity to apply to undertake an Erasmus or study abroad exchange and/or an internship

Year Four (Indicative Modules)

- Media Research Methods
- Media Law and Ethics
- Global Political Economy of the Mass Media
- Advanced Media Production
- Independent Research Project
- Bursting the Western Bubble: Alternative
- Media Systems and the Global South

Study Abroad

Erasmus and other study abroad exchanges are available for students on this programme: we have partnerships with universities in Belgium, Estonia, Germany, Italy, the Netherlands, Norway, Slovakia and Spain, and students are also eligible to compete for exchange places in North America. The period of study abroad is generally one semester. If you are taking a modern European language as part of your degree, you are expected to spend a semester abroad studying through that language.

Work Placement

You will have the opportunity to undertake a work placement in a company such as a media organisation; in a production company; volunteering; in the technology sector; or in the public sector. You can choose to either do a one-semester or full-year internship. The programme will also facilitate students to undertake their own placements internationally.

Find Out More

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