



**BIRMINGHAM CITY**  
University

# ENGLISH AND MEDIA MINI LECTURES

ALL

## **Creative careers**

This talk provides an insight into the different creative careers your students may pursue upon graduating and the types of jobs that some of our students have gone on to do. It highlights the different styles of work that may be undertaken within the creative industries and provides guidance on how your students can ready themselves for a career in a creative pathway.

ENGLISH

## **Guest lecture based on text studied**

Studying a specific text and want some new angles? Let us know so that the relevant expert from the School of English can present the latest criticism on the text to your students.

## **English and drama**

Studying English and drama at university deepens your appreciation of literature and theatre. This mini lecture covers the kinds of critical and analytical abilities your students will develop, as well as some of the practicalities involved in making theatre happen.

## **Studying creative writing**

Delivered by practitioners, this mini lecture covers the fundamentals of their creative writing craft. It focuses on one particular strand for example, poetry or screenwriting.



Session dates are negotiable. For further information or to book, please get in touch via [www.bcu.ac.uk/schools-and-colleges](http://www.bcu.ac.uk/schools-and-colleges)

### **The changing face of television**

The television industry is constantly adapting to new ways of watching content; this lecture explores the landscape in terms of where, what and how people consume video content.

### **Vlogging 101: How to produce a good YouTube video**

Ofcom tell us that young adults spend more than an hour a day viewing YouTube but what makes a great YouTube vlog? This session will reveal the secrets of vlogging, looking at the traits that successful vlogs share: then it'll be over to your students. We'll work with your students to come up with some great vlog ideas that they really care about and start them off on their journey to be the next YouTube sensation. The session will give them loads of practical tips to get started as a vlogger.

### **Podcasting 101: How to start a podcast**

Each week seven million people listen to podcasts in the UK and, the beauty is, virtually anyone can start one. But how do you do it? In this mini lecture your students will learn what a podcast is and consider how to turn their idea into one that people will love. Your students will understand how to define target audiences, as well as deciding what will go in to their podcast and, once it's made, how to distribute and market it.

### **Making money from music**

Music is a fundamental part of the UK's creative sector, contributing a massive £5.2bn to the UK economy in 2018, and employing an estimated 190,935 people nationally. In this short session, music industry experts from Birmingham City University offer an introduction into how that money is made and how aspiring artists, performers, and people looking to work in the music industry can make sure that they understand what share they're entitled to!

### **Zombie fascination: Learning from the living dead**

In this mini lecture, we will look at the zombie in media, from film, to comic book, to videogame. We will consider why we are so intrigued by the idea of the zombie apocalypse and explore the ways in which the zombie has been examined as a metaphor for everything from capitalism and racism, to banking structures and environmental issues.



## **Don't feed the trolls: What's internet trolling all about?**

In this workshop we'll explore the reasons that people behave differently online and the sorts of toxic behaviours particularly trolling which we might encounter. We'll think through our own online behaviour and consider ways that we can deal with the trolls to make our own little corners of social media nicer places to be.

## **Citizen journalism: Taking control of the news agenda**

What role do we, as citizens, play in the news making process? We all have mobile technologies capable of recording the world around us and helping us tell the stories that we feel are important to ourselves and others. But does that make us journalists? This session will help your students identify and critique examples of citizen journalism and reflect on the advantages and disadvantages of citizen journalism for local communities.

## **360 video: What is it and how can we create compelling footage?**

This session will introduce your students to the emerging immersive technology of 360 video, where we will introduce them to the technology, explore examples and identify the challenges and solutions to filming. They will then have the opportunity to test the cameras and view 360 footage through Google cardboard, before being asked to think of their own creative uses.

## **How to spot fake news**

Fake news is a very real threat to quality journalism and the way in which news about what happens in the world is communicated. This mini lecture will help students identify fake news and better understand the difference between it and accurate news reporting. Students will also get an insight into how journalists and news reporters take on the fight against fake news on a daily basis.

## **Augmented reality: Engaging, interacting, enhancing**

From Snapchat filters and Pokémon Go to bringing books to life and viewing inside the body, augmented reality is changing the way we engage with the world around us. In this mini lecture we will cover some of the basics of what AR is, what else it might be able to do, and then have a hands-on exploration of different examples.



## **UX and you! Understanding user experience and its importance in the digital design process**

The abundance and growing variety of online media platforms, applications and experiences have resulted in new and exciting roles emerging. User experience or UX is an increasingly sought after skillset by digital media employers, but what is it exactly? This lecture offers an insight into this field and why it is an important element of the design process. This lecture will focus on what UX is, its role in the design process and how it shapes the user's digital journey and experience.

## **The art of listening: Interviews in media research and practice**

Interviewing is one of the most versatile techniques used for exploring a variety of relevant, new perspectives on all sorts of current and historical issues, producing fantastic content for pretty much any type of media output: news, videos, articles, podcasts, documentaries. Be introduced to ethnographic-style interviews: flexible, rich and detailed interviews that allow for creating friendly, empathetic relationships with the people we speak with, which allow us to find out more about them, their perceptions and experiences. Your students can learn how to organise, carry out and then use interviews in media research and practice, focusing on the importance of relationships with people we interview and the topic we explore, the art of listening and the awareness of our own roles and responsibilities in the projects we work on.

## **How to get likes and influence people using the power of PR and social media**

Have your students ever wondered what it takes to become a social media star? How brands can get their message heard? Or how people can be encouraged to think and act differently? Welcome to the weird and wonderful world of PR and social media. This session will look at how people and organisations can create a name for themselves, using PR and social media strategies, while considering just how important it is to be 'liked' in today's society.

## **Breaking news: What's journalism all about?**

Breaking news: You're sat at home watching Coronation Street, when suddenly the picture fades to a stern-faced news reader delivering significant news of national interest. Once we called it a news flash. These days we call it breaking news, usually delivered by rolling news channels and social media. It's the moment we stop what we're doing, take a deep breath and consume what we're being told. Good news, bad news, trivial news – breaking news can take all shapes and forms and your students can learn about them all.

