



# Doctoral Summer School 2018

**Where:** Bournemouth University, Faculty of Media & Communications, UK.

**When:** 4th-6th July, 2018 (Start: Wednesday 4th July 9am - End: Friday 6th July 5pm).

**For whom:** Doctoral students at all stages of their research and early-stage post-docs. We welcome applications from PhD candidates whose research is located within a broad range of subject disciplines including: Business and Management, Communication, Creative and Cultural Industries, Journalism and Media Studies.

## Overview

The Doctoral Summer School will have two inter-connected themes. Firstly, we aim to provide students with the knowledge and skills that will help them to develop as Early Career Researchers (ECRs) and contribute to the next generation of academics. Secondly, we will engage students with a *fusion* of media and management theory, and practice by examining the emerging theoretical and media practice developments that will ultimately define the next generation of research challenges.

The Summer School will consist of four blocks of activity:

- *Developing Early Career Researchers:* these sessions prepare PhD students for life as an ECR. This will include: How to develop a publishing strategy; Writing for an academic journal; Developing a digital profile & research network; EU funding opportunities for ECRs.
- *Thesis Feedback:* doctoral students will present their research and receive feedback from senior faculty and peers. These sessions will help students to structure their arguments and clarify their contribution to knowledge.
- *Leading Edge Research:* senior faculty from within the academic community will present their research and facilitate group activities and discussion.
- *Media Practice:* senior executives from media firms will present their thoughts on the 'big issues' that media firms will face in the future.

## **About Bournemouth University**

Bournemouth University (BU) has a reputation for *excellence in fusing* education, research and professional practice. Our academic, business and student services are geared to the professions and are supported by a passionate commitment to high-quality academic endeavour and achievement.

In the recent Research Excellence Framework (2014), which assesses the quality and impact of research in all UK universities, 96% of BUs research was rated as ‘internationally recognised’ with 18% of this being deemed to be ‘world leading’ in quality.

BU supports a vibrant postgraduate research community and is committed to inspiring and mentoring Early Career Researchers. We have over 600 doctoral research students who are developing leading edge knowledge across multiple disciplines. Our portfolio of doctoral programmes include: PhD, PhD by Practice, PhD by Publication, DEng and Professional Doctorate.

The annual European Media Management Association (EMMA) conference was hosted by BU in 2013. Dr Tom Evens, Associate Editor at the *International Journal of Digital Television* commented that the conference was “a big success, consolidating media management as a growing field of inquiry” and that Bournemouth was “one of England’s most popular seaside resorts with its golden sand beaches, amazing cliffs, manicured gardens and historic pier”.

## **About the Faculty of Media & Communications (FMC)**

The faculty is one of the largest of its kind in the world with over 4,000 students studying on undergraduate, postgraduate and research programmes. We have a global reputation for fusing education, research and professional practice on courses in: Media Management, Media Production, Journalism, Computer Animation and Corporate & Marketing Communications. Our students and alumni have won many national and international awards over the years, including Oscars and a number of Emmys, as well, awards from the Broadcast Journalism Training Council, Royal Television Society, EU Media programme, Public Relations Consultants Association, and the British Academy of Film and Television Arts to name but a few.

The faculty also provides research, consultancy and training to the likes of BBC, Channel 4, FremantleMedia, ITV, Sky, UKTV, Youtube and Virgin Media.

Sajid Javid, who served as the UK Secretary of State for Culture, Media and Sport until July 2016 said that BU’s reputation and ability to produce award winning media students “*is really well known, not just to me, but worldwide*”.

## **Advances in Media Management (AiMM)**

AiMM is a group of collaborative researchers from the university’s media and management faculties who develop leading edge knowledge in the field of media management. AiMM researchers, led by Dr John Oliver, will be responsible for supporting and delivering the Doctoral Summer School programme.

## Timing and Venue

The Doctoral Summer School will take place at Bournemouth University on 4th-6th July 2018. The university has a range of contemporary venues which offer the latest teaching facilities, bespoke meeting areas, full service dining, lecture theatres, seminar rooms and technopods.



## Student Costs

The registration fee is £110 (€127) per person for European Media Management Association members and £160 (€185) per person for non-members. This covers: the summer school, 3 lunches, 2 coffee breaks per day and a Social Evening and Gala Dinner.



In order to keep the summer school accommodation affordable, students will be able to take advantage of special rates at the centrally located 3\* Ramada Hotel ([www.ramadaencorebournemouth.co.uk](http://www.ramadaencorebournemouth.co.uk)) – which is currently £59 (€68) for B&B per person, per night. Alternatively, students can choose from a wide range of other local B&B accommodation, from around £30 (€35) per person, per night.

The registration fee *does not cover* travel to and from Bournemouth, nor accommodation. Each participant will be responsible for organizing their own arrangements.

A Doctoral Summer School Grant is provided by the European Media Management Association. It aims to support PhD students in a financially challenged situation to help them to participate at the Summer School. Grants of up to €1,000 are offered to allow the recipient to offset registration, travel, visa and accommodation expenses. You can find more information on the European Media Management Association website ([www.media-management.eu](http://www.media-management.eu)) under “Calls”.

## Application Process

Students should submit a letter of motivation and a description of their research thesis, covering the research question, method, theoretical frame (500 words maximum). All applications should be sent to Dr John Oliver ([joliver@bournemouth.ac.uk](mailto:joliver@bournemouth.ac.uk)) no later than 5pm on Friday 30<sup>st</sup> March 2018. Confirmation of acceptance/decline will be sent to applicants by 5pm on 14th April 2018.

**We welcome applications from PhD candidates whose research is located within a broad range of subject disciplines including: Business and Management, Communication, Creative and Cultural Industries, Journalism and Media Studies.**

## The Delivery Team

Dr John Oliver, Dr Chris Chapleo, Dr Joyce Costello, Melanie Gray, Graham Goode, Conor O’Kane.

## About Bournemouth

Bournemouth, in the county of Dorset, is a long-established tourist destination. As Britain's premier seaside holiday resort, Bournemouth attracts visitors from all over the UK and beyond. The town is situated between a World Heritage Site (Jurassic Coast) and an 'Area of Outstanding Natural Beauty' (Isle of Wight). With a population of just over 163,000, Bournemouth is large enough to have all the facilities of a big town, but small enough that you shouldn't get lost.



The town also enjoys a reputation as a conference venue with major political parties, and international organisations in the public and private sectors. There are many restaurants, bars, bistros and cafés, several with fantastic views of the sea and surrounding countryside. Bournemouth also has over 200 English language schools with students coming from all over the world resulting in a cosmopolitan atmosphere.

### Nearby

Bournemouth is ideally located to explore the surrounding regions. Nearby (30-45mins drive by car) we have another world heritage site, Stonehenge, the 5000 year old monument. Winchester, the medieval capital of England and ancestral home of King Alfred the Great and more recently the home of romantic writer Jane Austen. Thomas Hardy, who wrote *Tess of the d'Urbervilles* and *Far from the Madding Crowd*, also lived in the local area.



Corfe Castle is located in the nearby Isle of Purbeck. In medieval times it was the Royal Castle of King John, but when The Civil War of the 1642 broke out, the castle was left in spectacular and much visited ruins. The New Forest, named by William the Conqueror more than nine centuries ago, is a National Park consisting of woodlands and rare heath land.



Adjoining Bournemouth to the west, is Christchurch. It has an attractive quay and spectacular 900-year-old Priory. Poole, which joins Bournemouth to the east, has spectacular beaches and a bustling quay.



## Travelling to Bournemouth

There are several ways to travel to Bournemouth;

### By Air

*London airports:* London Heathrow is approximately 1 hour 45 minutes by road from Bournemouth and Gatwick Airport is 2 hours 30 minutes away. Both airports are served by direct coach and rail services to Bournemouth.

*Southampton International Airport:* Southampton International Airport is approximately 35 minutes away by road and has a connecting rail station for travel between Southampton and Bournemouth. Southampton serves a number of European destinations including: Alicante, Amsterdam, Bergen, Berne, Brussels, Düsseldorf, Frankfurt, Geneva, Hamburg, Hannover, Malaga, Milan, Nantes, Nice, Paris, Portugal, Perpignan, Rennes, Salzburg, Stuttgart, Switzerland.

*Bournemouth Airport:* Bournemouth Airport is approximately 15 minutes away from the town by road and also serves a number of European destinations. Local taxis and regular buses serve the airport. The Bournemouth Airport Shuttle provides a link between the airport and Bournemouth's Travel Interchange (5 minutes walk from the Summer School venue). The travel interchange area comprises a mainline railway station, a long distance coach station and several local bus stops.

### By Coach

'National Express' provide frequent coach services to Bournemouth from many large cities. Journey by coach from London Heathrow Airport or Gatwick Airport to Bournemouth takes approximately 2 hours. Bournemouth coach station is situated next to the railway station and is only a 5 minute walk from the Summer School venue. **This is the most convenient and cheapest way to travel to Bournemouth.**

### By Rail

The nearest rail station to BU is 'Bournemouth'. The journey by fast train from London takes approximately 1 hour 45 minutes. You can also take the train from London Heathrow Airport or Gatwick Airport to Bournemouth and these journeys take about 2.5 hours.

### By Ferry

Brittany Ferries sails from 2 ports in France, Caen and Cherbourg, to Poole (20 minutes by road to Bournemouth) and Portsmouth (50 minutes by road to Bournemouth).