

# Change in SHAPE subjects' provision in the UK (2011/12 – 2022/23)

[Presentation created by the **Market and Student Insight Team**]

## Analysis and considerations

This summary report has been created using the British Academy's SHAPE Observatory interactive tool to analyse the provision of SHAPE subjects in UK higher education institutions.

### **Key considerations:**

**1. Time Frame:** The data covers the academic years from 2011/12 to 2022/23

**2. Data Representation:** The tool uses HESA data to show provision for first-year first degree UK-domiciled students aged 20 and under. The tool uses Full-Person Equivalent (FPE) rather than headcount to represent student engagement in courses. Data includes joint honours courses, with the equivalent FPE divided between relevant subjects.

### **3. The analysis covers two dimensions:**

- **Higher education providers:** The maps show how the demand of SHAPE subjects has changed over time, highlighting providers recording low/no change in student FPE, providers recording an increase in student FPE, and providers recording a decrease.
- **Regional spread of provision:** The maps show how the regional distribution of SHAPE subject provision has changed over time, highlighting areas with multiple providers, single providers, and no provision within a 60km commutable distance.

# Media, Journalism and Communications

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## Large decrease in the total demand of first-year degree UK-domiciled students aged 20 or under for 'Media, Journalism and Communications' (-26% student FPE) - against slight increase in number of providers

Change in demand of first-year degree UK-domiciled students aged 20 or under	2011/12	2022/23	Change in FPE (#)	Change in FPE (%)
<b>Subject group: Media, Journalism and Communications</b>	<b>11,540</b>	<b>8,590</b>	<b>-2,910</b>	<b>-26%</b>
Information Services	225	35	-190	-85%
Journalism	3,195	2,350	-845	-27%
Media Studies	7,400	5,880	-1,500	-21%
Publicity Studies	605	205	-400	-66%
Publishing	125	130	10	6%

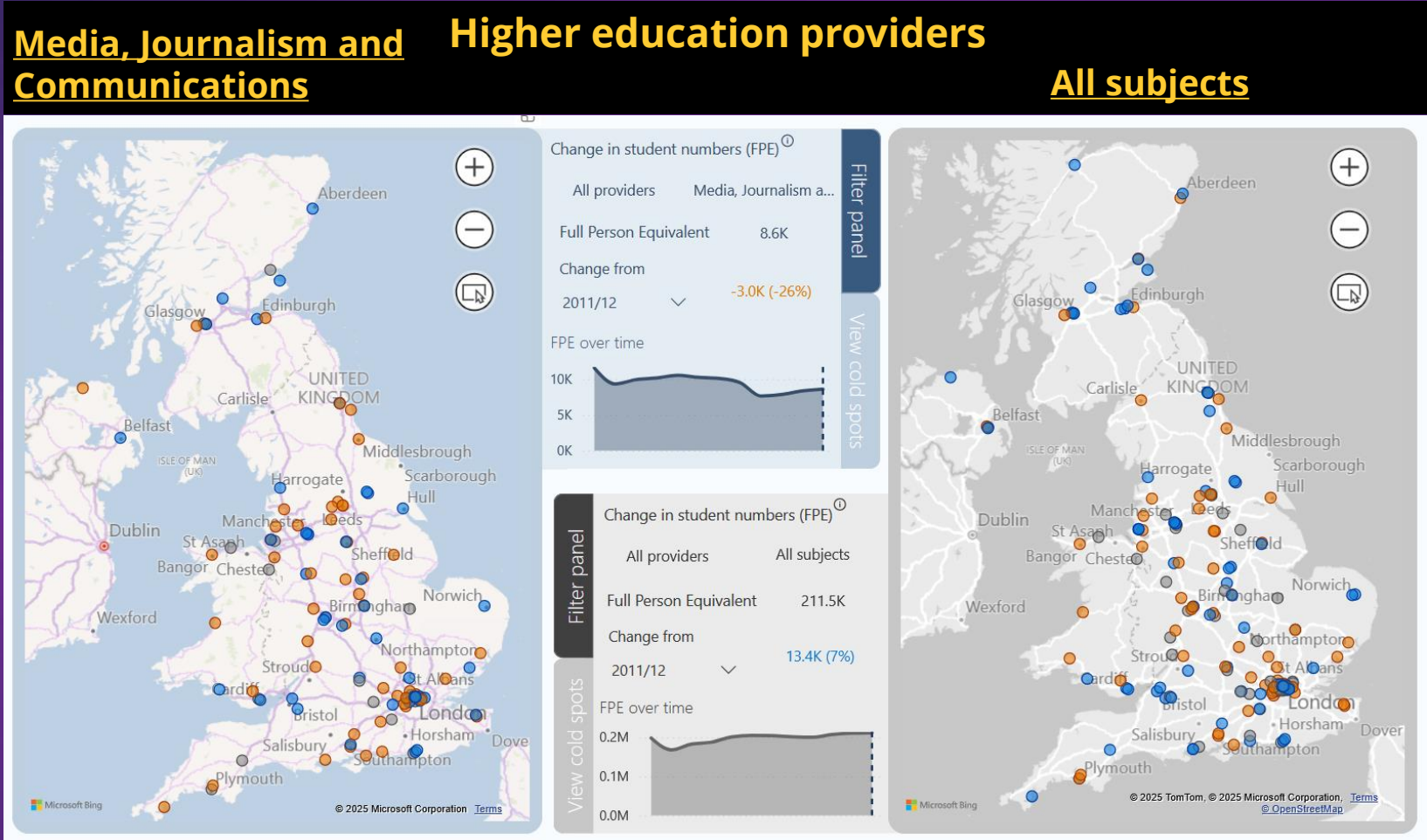
Change in number of providers offering courses in subject	2011/12	2022/23	Change in providers (#)	Change in providers (%)
<b>Subject group: Media, Journalism and Communications</b>	<b>107</b>	<b>117</b>	<b>+10</b>	<b>+9.3%</b>
Information Services	11	5	-6	-54%
Journalism	58	67	+9	+15%
Media Studies	103	111	+8	+7.7%
Publicity Studies	29	19	-10	-34.5%
Publishing	6	7	+1	+16%

- **Total demand:** There has been a decrease in the total demand for 'Media, Journalism and Communications' with a reduction of 26% student FPE from 11,540 in 2011/12 to 8,590 in 2022/23.
- **Overall decline:** All subjects within 'Media, Journalism and Communications' have seen a decline in demand over the years, apart from 'Publishing'.
  - **Publishing:** The only subject that has seen a slight increase in demand (+6%).
- **Increase in provision:** Aside from Information Services and Publicity studies, the other subjects have recorded an increase in provision. Despite this increase, the recorded decline in demand is reflective of the current challenging environment consisting of increased competition in related subject areas alongside a broader shift to non-humanities career-oriented subjects.

## Decrease in demand for 'Media, Journalism and Communications' has been recorded across many HE providers, especially non-RG HEIs

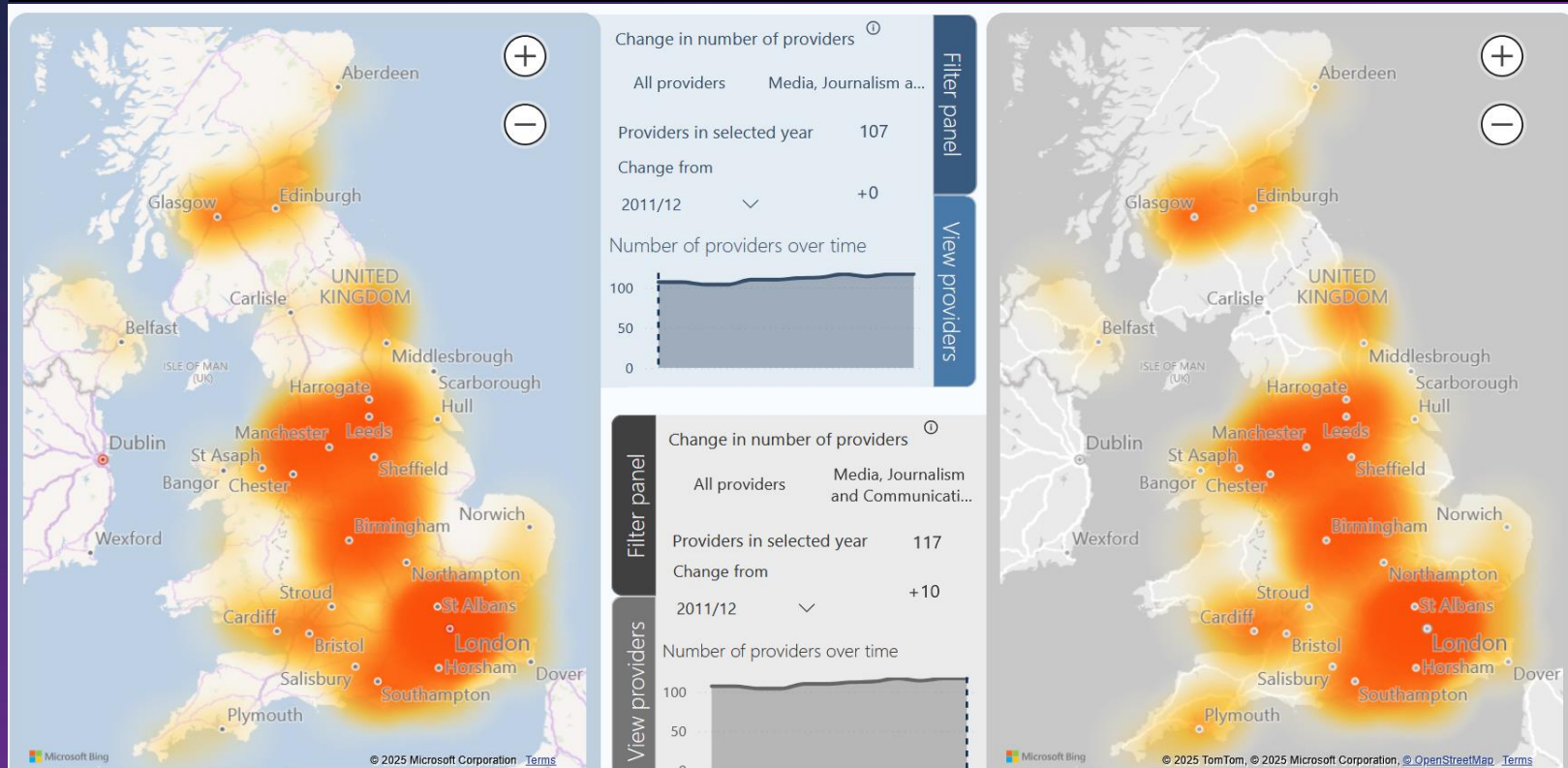
These maps show change in demand of first-year degree UK-domiciled students aged 20 and under by provider for the subject group 'Media, Journalism and Communications' vs. all.

- Many HE providers recorded a decrease in student FPE (orange) for 'Media, Journalism and Communications' despite an overall increase (blue) for all subjects. This could be seen especially for non RG HEIs, although perhaps reflecting the differences between the two groups in distribution of provision.
- However, several HE providers recorded an increase in FPE for 'Media, Journalism and Communications'. This was more evident at RG HEIs, although not exclusively so. The providers with the highest increases in FPE include Bath Spa University (+160), The University of Liverpool (+115) and the University of Nottingham (+110) and The University of the Arts (+85).
- UoM recorded an increase of 10 FPE (an increase of 100% since 2011/12).



# The regional spread of provision for Media, Journalism and Communications has not changed considerably, with general, widespread UK provision

## Regional spread of provision: Media, Journalism and Communications 2011/12



Key: multiple providers (orange), single providers (yellow), and no provision (white) within a 60km commutable distance

These maps show how the regional distribution of 'Media, Journalism and Communications' subject provision has changed over time for first-year degree UK-domiciled students aged 20 and under.

- There has been a slight increase in the number of providers offering 'Media, Journalism and Communications' related courses, with 117 providers in 2022/23 (an increase of 10 from 2011/12).
- **Hot spots:** In line with provision for all subjects, London and the South East, the Midlands and the North West are major hot spots for Media, Journalism and Comms provision, with several providers both Russell Group and non-Russell Group. Provision in the SW and South Wales is more widespread vs 2011/12 too.
- **Cold spots:** In line with provision for all subjects, there is less access to provision in Central Wales and Cumbria, with the latter having closed provision during this time.

# THANK YOU

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**MARKET AND STUDENT INSIGHT TEAM**

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