



## **MEDIA STUDIES**

Media Studies is the process of studying the mass media to see how they are formulated and how this affects society. We are constantly surrounded by the media in some form at any given time. It is therefore essential to understand the products which influence us. Media Studies feeds into other subjects such as Economics, History, English, Philosophy, Psychology, Cultural Anthropology and Politics.

### **The course**

Media Studies involves the study of texts, production contexts and consumption from the social media, film, TV, newspaper, magazine, popular music and advertising industries.

It combines the study of a range of media with the development of your critical and analytical skills in media production and in theory-based knowledge. Over the two years students will study a number of ideas and theories including semiotics, Habermas and 'the public sphere', structuralism, postmodernism, Marxism and feminism.

### **Media institutions**

The ownership and control of large media businesses, the ways ownership can affect media production, the role of media companies in a global media market, the impact of deregulation of the media, the debate between public service broadcasting and market-driven media and the impact of codes of professional practice.

### **Audiences and the media**

Methods of and reasons for collecting audience data, the effect of the media on audience groups, the impact of new technologies and the changes in media audience, theories of audience participation in a variety of media, analysis of media consumption and social status and the impact of the media at home.

### **Independent learning skills and research methods**

The Media Studies department strives to produce inquisitive, critically autonomous, and independent learners. We introduce our students to research strategies, which they find invaluable during their under graduate studies. This includes individual case studies, seminar style discussions and student-led presentations.

### **Media Studies A-level and beyond**

Media Studies can be combined with a wide range of subjects, and can be continued at degree level. Students who have studied Media have enrolled on such university courses as Film and English, History and Film, Broadcast Journalism and production-based courses.