

Media Studies

This programme will prepare you for undergraduate degree programmes in:

- Advertising and Media
- Communication, Culture and Media
- Journalism and Media
- Media Production

Programme Structure

The IFP in Media Studies will provide a broad and analytical grasp of the main issues and debates within current media. You will be introduced to four basic subject areas of media production, mass media in Britain, media sociology and film studies and textual analysis. The programme will expose you to various aspects of media communications and society while giving you hands on experience in our fully equipped and professional TV/Audio studios.

You will study five courses on the programme:



Media Production (TV/Audio Production)

This course is the practical element on the programme. You will be able to apply theoretical knowledge gained during the course through practical experience. There will be an intensive period of training and practical exercises, learning skills of pre-production, camera work, lighting and editing, leading to the production of a short programme. You will also have access to audio facilities in the same manner.

Media Sociology

This subject will introduce students to theories and concepts that explore the ways that popular media shape our identities. At the end of this subject all students should have an understanding of key sociological concepts and theories associated with the media. The nature of globalisation and its impact on social relations will be explored, for example the possible impacts of global products such as television news on civil society.

Mass Media in Britain

This course will examine the major communications institutions (eg television, the press and radio) in Britain today. By the end of this subject you will have a knowledge and understanding of historical and contemporary developments of the media in Britain and the ideas that shaped the structure of the mass media. You will be able to critically examine the economic, political and social importance of the media.



Film Studies and Textual Analysis

This subject will develop your understanding of cinema as a social and cultural institution. Through an analysis and discussion of selected film texts, the subject explores the relationship between film production, film content and film audiences. Critical debates through issues such as representation, stardom and ideology will be examined. You will be able to discuss and analyse film material in relation to broader social, cultural and international contexts. You will be able to apply key theoretical concepts to a variety of film texts.

The four main subjects will be assessed through examinations and coursework.

English and Study Skills

This course will focus on the key aspect of developing your English language skills. In particular, the course focuses on academic English to develop your study skills in the classroom in preparation for undergraduate degree study at university. For example, you will undertake presentations to gain confidence in the classroom, always using relevant and up-to-date materials and texts. You will be able to improve your IELTS score with a focused IELTS programme. The English course is assessed through both examinations and coursework.

