

COMMUNICATION, MEDIA, FILM AND CULTURE

As a graduate in Communication, Media, Film and Culture typically you will:

- Understand how identities are constructed and contested through engagements with culture.
- Evaluate your own work in a reflexive manner with reference to academic and/or professional issues, debates and conventions.
- Understand communication systems, modes of representations and systems of meaning in the ordering of societies.
- Be aware of the economic forces which frame the media, cultural and creative industries, and the role of such industries in contemporary political and cultural life.
- Understand the role of cultural practices and cultural institutions in society.
- Understand how people engage with cultural texts and practices.
- Initiate, develop and realise distinctive and creative work in writing or aural, visual, audio-visual, sound or other electronic media.
- Work flexibly, creatively and independently with self-discipline, self-direction and reflexivity.
- Use ideas and information to argue cogently in written, oral or in other forms.
- Retrieve and generate information and evaluate sources in carrying out research.
- Organise and manage supervised, self-directed projects.
- Communicate effectively in interpersonal settings, in writing and in a variety of media.
- Work productively in a group or team, showing abilities to listen, contribute and lead.
- Deliver work to a given brief and deadline, referencing sources and ideas and using a problem solving approach.
- Apply entrepreneurial skills with audiences, clients, consumers, markets and sources.
- Use IT skills including web-based technology or multimedia and develop specific proficiencies in media technologies.

Communication, Media, Film and Culture Overview

Communication, Media, Film and Cultural Studies focus on cultural and communicative activities that shape everyday social and psychological life as well as senses of identity, the organisation of economic and political activity, the construction of public culture, the creation of new expressive forms and the basis for a range of professional practices.

Long-term options for those who are determined and who have the necessary capability include advertising account executive, advertising art director, copywriter, broadcast presenter, broadcasting journalist, exhibitions officer, film/video editor, information manager, magazine journalist, market researcher, medical illustrator, multi media specialist, newspaper journalist, photographer, programme researcher, teacher, television camera operator, television producer, television production assistant, writer.

Source: CIHE 2006

