

## Media and Communications

The syllabus aims to enable students to:

- Develop critical understanding of the media through engagement with media products and concepts and through the creative application of practical skills
- Explore production processes, technologies and contexts
- Encourage independence in research skills and their application
- Enhance learners' enjoyment and appreciation of the media and its role in their daily lives

	Topics Covered	Course Outline
<b>Week 1</b> Media and culture	<ul style="list-style-type: none"> <li>• Media language</li> <li>• Representation</li> <li>• Print and audio-visual advertising</li> </ul>	<p>In order to inform their study of the media, students will develop knowledge and understanding of the influence of relevant contexts on media products and processes. Contexts including how media products relate to their industry through their representations, messages and ideologies.</p> <p>The effect of historical context and how media products relate to the time in which they were made and set through their representations, discourses and ideologies. Students will investigate how media products are shaped or informed by particular cultural influences such as genres, styles, movements and the work of other media producers.</p> <p>Finally, students will learn about how audience responses to and interpretations of media products reflect social and cultural circumstances.</p>
<b>Week 2</b> Marketing in the media	<ul style="list-style-type: none"> <li>• What is marketing?</li> <li>• Market research</li> <li>• Marketing within the media</li> </ul>	<p>This topic area develops an understanding of the importance of the marketing function in the media. The significance of marketing orientation – the process of aligning media marketing to its operating environment, customers, other stakeholders and markets. An understanding of the principles and practices of marketing and their application to commercial and not-for-profit organisations is considered.</p> <p>The relationship between marketing and intended audiences such as operations management, finance and human resource management is also considered. Central to the understanding of marketing is the objective of satisfying the needs and wants of customers through effective market research, applying an appropriate marketing mix and establishing an organisation with a strong customer focus.</p>
<b>Week 3</b> Creating media	<ul style="list-style-type: none"> <li>• Creating digital images following best photographic practice</li> <li>• Create multi-media content</li> <li>• Identify how digital media can be best used by information professionals</li> </ul>	<p>This week is designed to build practical skills in the creation and publication of digital media. The classes focus on workshops where students learn and apply these practical skills.</p> <p>The small class size facilitates intensive learning and maximizes the opportunities for the students to practice. This week will allow students to create and publish their own preferred digital media genres.</p>
<b>Week 4</b> Global media in the online age	<ul style="list-style-type: none"> <li>• Global media in terms of production and distribution</li> <li>• Audience behaviour and global media consumption trends</li> <li>• The development of online media</li> <li>• Digital media and the effect of the internet</li> </ul>	<p>Nowhere is the debate about the effects of new media on society richer than around consideration of the youth who are shaping social movements, civic and political participation and how information and cultural products are produced and consumed. This week explores demographic shifts and changes in media practice in greater detail.</p> <p>A significant part of studying the contemporary media is exploring the role of online and social media. Students will study online advertising campaigns, online sources of news, including online versions of newspapers, and social media sites related to news, such as Facebook and Twitter.</p>

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Students will enjoy two full-day excursions per week. One will be a traditional 'fun' or cultural excursion, with all other students on the Young Professionals programme. The other weekly excursion is known as a study-in-action day, where students visit destinations relating to their chosen academic stream. The locations visited by Media & Communications students are:



#### BBC STUDIO Week 1

The British Broadcasting Corporation (BBC) is the world's oldest and largest national broadcasting organisation. Students tour "The Beeb" and learn about how TV and radio programmes are produced. A completely unique experience, BBC Bristol is a working studio, so no two tours are ever the same. However, they always embody the main aims of the BBC: "inform, educate, and entertain".

Students will:

- Learn how TV and radio programmes are produced
- Present the news and create their own radio drama (with sound effects) in a fully interactive studio



#### MUSEUM OF BRANDS Week 2

The Museum of Brands explores how brands shape and are shaped by people, culture, and society. With a collection period spanning over more than 50 years, the museum has an unparalleled collection of British brands and products exhibited in the world-famous Notting Hill district of London. During this trip, students learn about the development of supermarket brands.

Students will:

- Improve the design and packaging of different products
- Understand in-depth customer profiling both for typical and alternative customers
- Propose marketing plans and evaluate their success with the help of an expert



#### SKY STUDIO TOURS Week 3

Students will take a behind-the-scenes tour at Sky Studios and gain practical experience of creating the news and TV. Students will also experience the latest technology with the help of Sky experts.

Students will:

- Students create their own TV content, learn about the structure of a news report and master the art of storytelling
- Students produce their video of the day which is screened at one of Sky's cutting-edge studios and have a chance to watch and share their videos on social media after the trip



#### MINI FACTORY Week 4

BMW Group Plant Oxford is the heart and birthplace of the famous MINI: a sight just as famous as the Tower of London, Big Ben, or the red double-deckers. Although there are three different plants in the UK that have had a role in producing these cars, it is the plant in Oxford that has assembled and sent almost 3 million cars to one of the 110 MINI countries!

Students will:

- Learn about the communications and media outlets MINI utilise to keep and grow their existing customer base