



# Media, Film and Communication

## Media matters

“Staff took the time to give me expert advice and guidance. I learnt to think critically, and write effectively. This allowed me to achieve much more than I thought possible at the beginning of my degree.”

Hayley Livingston  
BA(Hons) (Film and Media Studies)  
Community Advocate at Trustpilot

We live in a mediatised world. Our experiences of reality, relationships and politics are shaped by media and communication.

Our curriculum will enable you to:

- Engage critically and creatively with a diverse and fast-changing media world.
- Contribute productively to your communities and chosen profession .
- Increase your awareness of media's role in transforming social and cultural relations.
- Prepare for new career opportunities in emerging fields.

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## Why study Media, Film and Communication?

Our courses will challenge your thinking, broaden your views and help you develop an increased awareness of the role of media in transforming society and culture.

Our mission is to prepare students to engage critically and creatively in an increasingly mediated world and allow them to contribute to their communities and chosen professional field. To serve this goal, our scholarship and teaching is interdisciplinary, inventive and practical.

But that is not all that we do. Employers look for life-long skills – written and visual literacy, communication skills, the ability to lead and contribute to teams, and to solve problems through effective research methods. All of these skills are taught in our programmes; they underlie most of what we do.

We also value and develop an understanding of cultural diversity and difference, so it is not surprising that our graduates are to be found in many walks of life.

We have a well-established record of teaching and research, with staff who are internationally recognised in their disciplines.

## Background required

No prior background is required.

## Our major subjects

We offer majors in Communication Studies, and Film and Media Studies. Students are able to tailor their studies to pursue their specific interests and goals. Our degrees can also be combined with other subjects to form a double-major or double-degree programme of study.

## Communication Studies

In the Communication major, we explore:

- How everyday life is structured through media and digital technologies.
- The relationship between data and social power.
- The historical development of communication theory and practice.
- How to intervene and communicate critically in our mediated world.
- How media creates new public and political formations.

## Film and Media Studies

In the Film and Media major, we explore:

- The role of audio-visual technologies in shaping our reality.
- The historical development of film and media.
- The historical development of theories of film and media.
- The aesthetic, cultural and social developments of cinema, television & new screen technologies.

## Teaching style

Our academic staff are experts in their fields (you can read about their areas of interest at the staff page on our website).

Our papers are designed to help you engage with cutting edge research and ideas through a range of coursework and assessment that will help you develop your written, oral and visual communication skills and critical competencies.

## Career opportunities

Our graduates work in a variety of fields, including media production, journalism, education, advertising, administration, archival and curatorial work, media policy analysis, public relations, and tourism. Some go on to postgraduate study in our honours, master's and PhD programmes.

A degree from our programme prepares you for a wide range of career options, including new and emerging career pathways. In the future, media will play an increasingly central role in how we understand and navigate our rapidly changing world. The skills and competencies developed across our two majors – the ability to think critically, communicate in a range of different ways, appreciate diversity, and respond effectively to change – will be in strong demand.

## Generic skills

In addition to the specialist skills gained, our programmes enable you to develop general personal and professional skills that are highly valued by employers. These are the kinds of skills that are applicable in many career contexts and in many aspects of your life:

- clear and effective written expression
- verbal reasoning and clear and effective speaking skills
- team work
- research skills
- a broad general knowledge about the world and current events
- the ability to analyse and contribute to debates
- appreciation of diverse points of view
- the ability to think broadly, critically and creatively about social and cultural processes.

## PROFILE

### Ryan Tippet

Bachelor of Arts with Honours (Communication Studies) and PhD candidate

"A communications degree gives you lifelong critical thinking skills that impact how you see the world.

"Studying communications was particularly rewarding because it took me from idly finding things like technology and media interesting, to understanding how they work at a much deeper, more critical level.

"I started work in my research area during my honours year, where I analysed the discourses of security in TV shows like 'Border Security', and how they work to educate their viewers about proper conduct and ideas of national identity and external risk.

"I was really interested in why these kinds of shows are so popular, and what overall function they might serve in terms of society and government.

"Moving into postgraduate study, the object of study changed but a lot of the key ideas and the critical framework are still in my PhD.

"I'm really interested in teasing out the often-unseen links and overlaps between people undertaking surveillance, who seem disparate but actually interact in quite complex ways with profound implications for social media users.

"My research has certainly changed the things I notice and think about – the way I see technology – and it leads me to ask how and why social media take the shape they do.

"If you're interested in thinking critically about the media, the news, communication technology – this degree will give you the words and the tools and the understanding to develop that.

"If the last few years has shown us anything, it's that critically evaluating the media we encounter every day is more important than ever before."



For questions about  
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[otago.ac.nz/mfco](https://otago.ac.nz/mfco)

