

MEDIA AND SCREEN STUDIES

WHY STUDY MEDIA AND SCREEN STUDIES?

Everyday life is now dominated by media and technology.

In a world filled with screens large and small, it's more important than ever to understand media narratives, images, industries and social impact. You will study genres like horror, action, drama and documentary alongside vital issues like gender, race and environmental justice.

Keep pace with the ever-changing world and reflect on your position as a citizen, user and consumer.

CAREER POSSIBILITIES

Do you aspire to become a screenwriter, producer, or director? Do you want to break into the world of gaming, publishing, or editing? Our graduates pursue careers in film and television production and distribution, advertising, broadcasting, marketing, public relations, curating, archiving, editing, publishing, journalism and reviewing. In a rapidly changing world, Media and Screen Studies allows you to develop the core skills needed to adapt and enjoy the vast variety of media-based roles.

"My job involves organising, running, and overseeing events and workshops catered for people in the screen industry. My majors help me a lot when it comes to running the "show" smoothly – planning, management, and communicating with team members."



Belle Tabthipwatana
Industry Engagement Coordinator,
Doc Edge

Bachelor of Arts, majoring in
Screen Production* + Psychology

*The Media and Screen Studies and Communication majors have replaced Screen Production as a major in the BA.



"Media and Screen Studies looks at the stories, ideas and sensory experiences that we encounter and share through media – from film and TV to comics, popular music, social media, and videogames.

"Our students develop critical perspectives on media, while also using the tools of media to investigate concepts and explore creative storytelling."

Allan Cameron
Associate Professor



WHAT CAN I STUDY?

Throughout your study, you will explore everything from comics to popular music, from mockumentaries to filmmaking. You will learn about social media, how to write stories for screen and explore our relationship with visual culture. To enrol in Stage II, you will need to take both MEDIA 101 Film Studies and MEDIA 102 Media and Culture, which explore fundamental concepts of Media and Screen Studies.

Get excited about your course options:



Stage 1 Course

MEDIA 102 - Media and Culture

Examines popular media texts, genres, audiences and industries, reflecting on how they influence our notions of self and society. Draws on case studies from a range of popular media, from film and television to comics, games, popular music, social media and advertising. Fosters critical perspectives on media as vehicles for cultural meaning, alongside strategies for crafting personal and collective narratives.

Stage 2 Course*

MEDIA 221 - Action Films

Investigates action films as a genre and a “spectacle” in world cinema. Considers the aesthetic qualities of the genre and its interaction with the wider context. Issues studied include the relationship between conventions and inventions, the combination of visual and aural spectacle, as well as how identity is articulated through the discourse of nation, gender, ethnicity, age and the landscape.

Stage 3 Course*

MEDIA 340 - Filmmaking

A hands-on exploration of the aesthetic and technical challenges of cinematic storytelling. Students are encouraged to reflect on filmmakers’ creative strategies and pursue their own choices in relation to camera, sound, lighting and editing. This course involves a blend of lectures and studio-based workshops, and emphasises the links between cinematic ideas and the practical techniques used to realise them.

Courses you could study*

Film Studies

Horror Media

Comics and Visual Narrative

Creating Advertising: Text, Image, Story

Complementary majors include:

Media and Screen Studies



Communication

Drama

English

Politics and International Relations



“I really wanted a community where I can explore my passions with other people.”

“Media and Drama were my two favourite subjects in high school, and I couldn’t bear to not be doing those subjects for a long period of time. Taking these subjects at a tertiary level enabled me to continue with what I found interesting on a whole new level.”

Hunter Easterbrook

Student: Bachelor of Arts, majoring in Media and Screen Studies + Drama

*Course availability may be subject to change. For a full list of courses and up-to-date information visit the Arts website. Published August 2023

For enrolment information visit:

auckland.ac.nz/askus



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