



Media and Screen Studies

BA

Bachelor of Arts major

Everyday life is saturated with media technologies and media content.

In a world filled with screens large and small, it's more important than ever to understand media images, sounds, stories, media industries, and the global impact of media. You will study video games, social media, popular music and genres such as horror, action, the musical and documentary. You will examine how media engage with cultural, political and ecological issues. You will discuss the ever-changing world on our screens and how people use media.

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? Working with media content is now crucial in many jobs. Our graduates pursue careers in film and media production, distribution, advertising, broadcasting, marketing, public relations, curating, archiving, and journalism. Media and Screen Studies enables you to develop the core skills needed for a vast variety of media-related roles internationally.

“Writing is the most important transferable skill I gained at university. A good essay must be well structured and to the point, which is also needed when I cut down an hour-long interview or write a short film script to move an audience.

“The highlights of my job include being out in the field, directing shows and short films, and for companies like TVNZ.”



JACK WOON

Film and TV Writer, Director and Editor, Unko Films Ltd

Graduate: Bachelor of Arts, majoring in Film, TV and Media Studies / Bachelor of Engineering (Hons) conjoint Bachelor of Arts (Hons) in Screen Production



“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

*The Media and Screen Studies major has replaced Film, TV and Media Studies as a major in the BA.



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.

STAGE 1 COURSE*

MEDIA 102 – Media and Culture

Studying the cultural significance of media, including social media, video games, comics, popular music, advertising, television and films. Analysing meanings and experiences of media texts, genres and formats. Discussing how audiences and users interact with media. Articulating the powers and pleasures of media in cultural contexts. Examining media industries and technological change. Creating critical interventions in media practice.

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.



Get excited about your course options:



- Comics and Graphic Storytelling
- Film Studies
- Horror Media
- Visualising Screen Stories



Complementary majors include:

Media and Screen Studies
+
Art History
Communication
Drama
English
Politics and International Relations

**Course availability may be subject to change. For a full list of courses and up-to-date information visit our website. Published June 2025.*

“I enjoyed the media courses that focused on the history and impact of pop music. There is usually a lot of room for creativity in our assignments, which means you can express your own ideas and style.

“I aim to work in the entertainment industry, in live performance technology or with a creative direction. My goal is to work in the music industry, but I am interested in all things entertainment, including film and TV.”

ZANOOR PENNY

Student: Bachelor of Arts majoring in Korean + Media and Screen Studies / Bachelor of Fine Arts conjoint

Prime Minister's Group Scholarship to Korea University and the 360 International Exchange Award – Asia

