

# Media and Communication BA graduate profile

## *At the end of your BA you have...*

### Knowledge of Ideas

- know about the social, economic and political contexts and structures shaping media institutions, texts and audiences
- know about the major media forms and industries and their central practices
- understand key theoretical and methodological traditions used to study media, including content, reception, industry and political-economic analyses
- know about the major debates and findings on media and communication, including some of these
  - potential media influence on individuals and publics
  - collective and individual responses to media
  - political and political economic critiques of power of and through media
  - how media represent social life, including debates over their constructive power
  - the relationship of media producers with other social and political institutions
  - know about the social and technical development of media forms

### Skills and Knowledge in


- different ideas and theoretical approaches in relevant mass communication literature and related fields
- how to categorise different ideas and literature
- how to understand and formulate questions critical to field
- linking key questions to research methods required to address them
- gathering relevant research and data from primary sources
- constructing answers to key questions
- critiquing media practice using a range of analytical techniques
- formulate your own analyses and understandings
- communicating complex ideas using a range of textual and oral modes
- planning and executing complex tasks
- how to locate media debates in social, political, and economic context

### Attributes

- critical reader, thinker and viewer
- critically engaged media audience member and/or producer
- clear and ethical communicator
- independent analyst
- demonstrated initiator
- reflective thinker
- someone who takes responsibility for her/himself and others and plays a positive role in society



**After each level you have...**

	100 level	200 level	300 level
	 <b>PROGRESSION</b>		
<b>KNOWLEDGE OF IDEAS</b>	<ul style="list-style-type: none"> <li>▪ recognise the critical agenda of media analysis</li> <li>▪ understand in outline key critical terms such as mediation, ideology, discourse, globalisation, consumerism, news values</li> <li>▪ identify the major media outlets, owners, institutional influences on media and forms available in Aotearoa New Zealand</li> <li>▪ recognise major contemporary issues such as media concentration, the power of political and media elites and the role of media in culture</li> <li>▪ identify major practices in media industries and their critiques</li> <li>▪ know some major normative expectations of the media in contemporary society, including its democratic role, and the regulatory frameworks which flow from these</li> </ul>	<ul style="list-style-type: none"> <li>▪ know in outline the critical academic literature on a range of the major academic debates in media and communication</li> <li>▪ detailed grasp of critical terms</li> <li>▪ knowledge of a number of areas of media, including some of               <ul style="list-style-type: none"> <li>○ advertising industry</li> <li>○ media and institutional politics</li> <li>○ entertainment media as a site of cultural dominance</li> <li>○ journalism</li> <li>○ media technologies</li> <li>○ understanding of major theories, including some of                   <ul style="list-style-type: none"> <li>○ theories of representation</li> <li>○ theories of publicness</li> <li>○ theories of reception and consumption</li> <li>○ theories of mediated power</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ understand in detail academic debates relating to selected areas of media and communication</li> <li>▪ detailed knowledge of aspects of media practice</li> <li>▪ rich understanding of a number of methodologies of media and communication analysis</li> <li>▪ in-depth critical knowledge of chosen areas of media</li> </ul>
<b>SKILLS AND KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>▪ identify examples of major critiques of media</li> <li>▪ use academic analyses to develop critiques of contemporary media</li> <li>▪ reflect on the outcomes of political, economic and cultural forces</li> <li>▪ relate theory to everyday life</li> </ul>	<ul style="list-style-type: none"> <li>▪ apply major critical terms to a specific area of study</li> <li>▪ identify underlying arguments and themes in different areas of media</li> <li>▪ construct own arguments that build on others' ideas</li> <li>▪ synthesise ideas and analyses</li> <li>▪ reflect upon relationship between own values and media critiques</li> </ul>	<ul style="list-style-type: none"> <li>▪ apply appropriate methodologies to problems</li> <li>▪ independently gather task-related information</li> <li>▪ use academic literature to develop questions</li> <li>▪ devise own research project</li> <li>▪ gather relevant research and data from primary sources</li> <li>▪ contextualise problems</li> <li>▪ develop defensible ethical perspectives in relation to media practices and critiques</li> </ul>
<b>ATTRIBUTES</b>	<ul style="list-style-type: none"> <li>▪ a media-literate citizen who can reflect upon her or his media use</li> <li>▪ a critical thinker, aware of a range of contrasting perspectives on the media in society</li> <li>▪ an organised thinker</li> </ul>	<ul style="list-style-type: none"> <li>▪ a media critic</li> <li>▪ a politically engaged thinker, who understands the implications of various perspectives on the media for politics, society and culture</li> <li>▪ a thoughtful and reflexive student</li> </ul>	<ul style="list-style-type: none"> <li>▪ an independent and reflective analyst</li> <li>▪ an accomplished communicator</li> <li>▪ a confident and mature participant in some of society's major debates</li> <li>▪ a planner and initiator of ideas</li> </ul>

*Note: More detail on learning outcomes is listed in individual course outlines.*