



PROFESSIONALS OF THE FUTURE SPECIALISMS

Media & Communications

The Media & Communications specialism is delivered by the Academic Teaching Team and includes 7½ hours of lessons per week.

COURSE DETAILS 2026

Centre: Uppingham

Course:

Professionals of the future

Ages: 16-18yrs

Academic Levels:

A Level

Tuition Ratio: 1:14

Tuition Time:

7½ hours p/w

Days:

Mon, Tues, Wed, Thurs, Fri

Times: 10:30-12:00

Specialism: Students

study a range of Media & Communications-related topics every week.

OBJECTIVES

- To develop students' ability to analyse and critically evaluate media messages across different platform
- To enhance media literacy and understanding of media influence
- To equip students with practical skills in content creation, digital storytelling
- To improve students' English to help them communicate more freely, accurately, and confidently

OTHER BENEFITS

Academic study brings many benefits such as:

- Expanding and diversifying students' general knowledge
- Improving time management
- Enhancing critical thinking skills
- Developing self-understanding and perseverance
- Increasing employability and career opportunities

“To enhance media literacy and understanding of media influence.”



MODULES COVERED:

- Media Literacy & Analysis
- Content Creation & Digital Storytelling
- Communications Strategies
- The Role of Media in Society
- Advertising
- Media Law
- Emerging Trends & AI



SAMPLE TOPICS:

Media Literacy & Analysis

Explore how bias and misinformation shape media narratives and analyse the role of visual storytelling in news and advertising.

Content Creation & Digital Storytelling

This module focuses on writing effectively for digital platforms and understanding the fundamentals of video and podcast production.

Communications Strategies

Examine branding techniques in public relations and the power of social media in influencing marketing strategies.

The Role of Media in Society

Learn about media ethics, responsibility, and how digital media impacts political and cultural landscapes.

Advertising

Delve into the psychology behind advertising and how consumer behaviour is shaped by media influence.

Media Law

Explore how cultural interactions, migration, and development policies impact international relations and global cooperation.

Emerging Trends & AI

Investigate the impact of artificial intelligence in media and the evolution of virtual reality in immersive storytelling

“The objective of this specialism is to develop students' ability to analyse and critically evaluate media messages.”

For all enquiries and to apply, please contact British Summer School:

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