



My Learning My Future

Where can studying Media
Studies take you?

Introduction

At The Careers & Enterprise Company, our mission is to help every young person find their best next step.

My Learning, My Future is a suite of resources that has been developed by The Careers & Enterprise Company in partnership with Skills Builder to help you speak confidently about careers related to your subject.

This guide has been updated with new content to reflect the changing pathways and skills needed by employers.

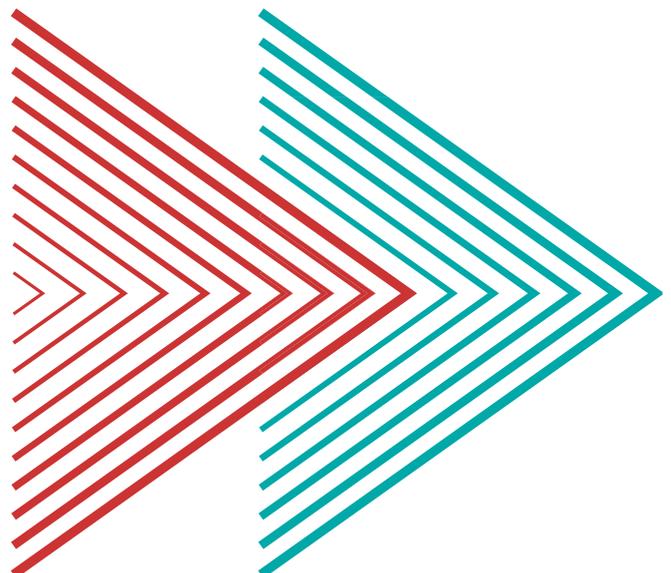
Benchmark 4

Linking curriculum learning to careers. Bring your subject to life by providing real-life examples from the world of work to help motivate and inspire students.

[Learn more](#)

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How to use this guide

In this guide and supporting documents, you'll find resources to engage your students in curriculum learning, supporting work towards Benchmark 4, by highlighting the relevance of your subject to future careers and opportunities.

Explore the five key areas of the guide to inspire your students about where your subject can take them in the future.

Essential Skills

Learn how you can engage with Skills Builder to help students identify and develop essential skills linked to your subject.

Why study Media Studies Care?

Access key resources that link to your subject area that can be used in your lessons to help your students explore future careers.

Activity ideas

Create some 'buzz moments' in every lesson by highlighting relevant careers stories, or relating topics or essential skills from your subject to future opportunities.

Pathways

Take a look at a wide variety of resources that focus on the pathways a young person can follow to a career linked to the subject.

Careers in the curriculum

Discover resources and inspiration to link careers to the curriculum, employer engagement and extra-curricular opportunities.



Why study Media Studies?





Why Study Media Studies?

This is your chance to share the passion you have for your subject. Here's five popular reasons teachers give as to why Media Studies should be in the school curriculum:

- Develop an awareness of how the media (digital, print, TV and film) is structured and influences us
- Be able to analyse the media as a construct and shape perspectives of the world around us
- Understand how to develop implicit and explicit meaning through the use of media
- Develop inter-personal skills through studying people, writing about people, interviewing people and meeting people
- Media Studies is important, especially when you consider we spend almost 12 hours a day interacting with media so learn to understand it

This section will connect you with key resources and links for students to explore opportunities linked to your subject area with the aim of motivating and inspiring your students about the world of work and pathways to a career using Media Studies.

There are a number of examples of roles and activities to support your students to explore opportunities.



[Click here](#)

Access a student facing PowerPoint slide deck which will support you in highlighting the relevance of your subject with content taken from this guide.

Resources to highlight the relevance of your subject

- [Download Where Can Media and Film Take You Poster by National Apprenticeship Service](#)
- Why it Matters: [Media and Communication](#) designed by Loughborough University to help students to understand where different subjects both post 16 and 18 might take them
- This video asked Media Studies, Creative Media, and Film Studies teachers why they thought Media Studies was such an important subject. Here's what they said!
 - [Media Studies - why EVERYONE should study it!](#)
 - [How the media shapes the way we view the world](#)

[BBC Bitesize Careers](#)

[Explore jobs in the Media Studies and Creative sector](#)

Have your questions answered

- How many people work in the media and creative sector?
- How much can you earn in different roles?
- What routes can you take to get in?
- Are there roles for people who might not think they're super-creative?

OAT Futures

- [Check out how students have used their Media Studies in the real world](#)

Prospects

[Explore subject related job sectors and job profiles](#)

- Responsibilities
- Salary
- Qualifications
- Skills
- Work experience
- Career prospects
- Related jobs and courses

Labour Market Information

- The [LMI for All](#) portal provides high-quality, reliable labour market information (LMI) to inform careers decisions.
- Help your students to find out what a job involves and if it is right for them with [National Careers Service](#).
- National Careers Week [Future of Work Guide](#)
- Help KS3 students find out more about jobs and careers in [Publishing and Media](#)
- inspire KS4 students with the world of work through careers in [Media Studies](#)



Explore a career as a...

Newspaper/Broadcast Journalist

Newspaper Journalists investigate and write up stories for local, regional and national newspapers.

Broadcast Journalists research and present news stories and factual programmes on TV, radio and the internet.

[See case study 1](#)

[See case study 2](#)

[See case study 3](#)

[Visit National Careers Service to learn more](#)



Media Researcher

Media Researchers support producers by finding information, people and places for television or radio programmes.

[See case study 1](#)

[Visit National Careers Service to learn more](#)

Media Assistant/Manager

Media Managers communicate with organisations' customers and clients through social media channels.

[See case study 1](#)

[Visit National Careers Service to learn more](#)





▶ Marketing Executive

Marketing Executives promote brands, products and services through social media, websites and apps.

[See case study 1](#)

[See case study 2](#)

[See case study 3](#)

[Visit National Careers Service to learn more](#)

▶ Public Relations Officer

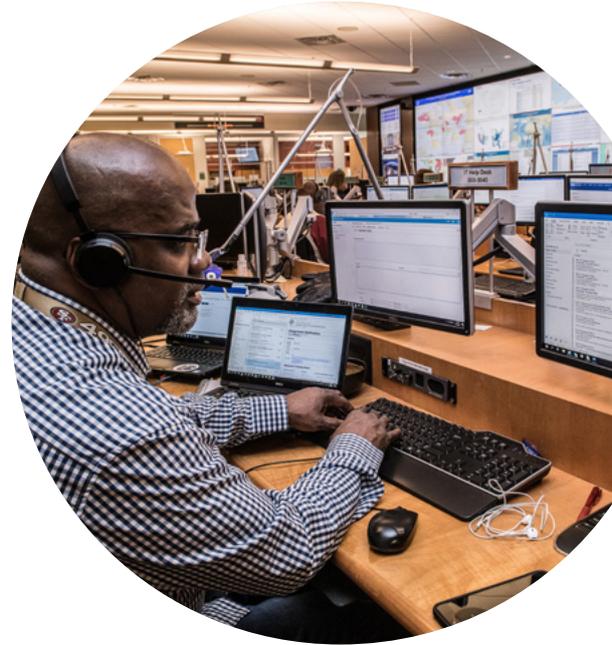
Public Relations (PR) Officers manage an organisation's public image and reputation.

[See case study 1](#)

[See case study 2](#)

[See case study 3](#)

[Visit National Careers Service to learn more](#)



▶ Radio/TV Presenter

Radio/TV Presenters introduce and host programmes, interview people and report on issues and events.

[See case Study 1](#)

[See case Study 2](#)

[See case Study 3](#)

[Visit National Careers Service to learn more](#)

Why not encourage your students to become a teacher?

Teaching 
Every Lesson Shapes a Life

As you know teaching is a career like no other, where your voice, passion, background and how you view the world is used to inspire young people.

Here are a couple of case studies to inspire you to share your story with your students. You might also then select one to share with your students.

- [See case study: Shaniqua's story](#)
- [See case study: Daniel's story](#)

Why teach?

Share these reasons for teaching with your students and frame them in your own words...you might start with the ones that enticed you into teaching yourself:

1. Helping shape young minds, help shape the future.

As a teacher you'll instil attitudes and beliefs that will help shape the next generation and the future. It's your chance to make an impact.

2. Turn your passion into a career.

If you love something, you'll love teaching it. There's nothing better than seeing people being inspired by the things you're passionate about.

3. The reward is always worth the challenge.

As a teacher you'll be challenged and rewarded every day. And nothing is more rewarding than knowing you've made a difference.

4. More time for what you love.

Teaching gives you more holiday than most careers, which means you have more time to explore your own interests.

5. Start on at least £25k, or £32k in inner London.

Where you take your career from there is up to you.

What makes a great teacher?

Here's what some Year 10 students think makes a great teacher – do your students agree?

[What makes a great teacher?](#)

Salary and benefits

The next generation of teachers will be entitled to a competitive salary, generous holidays, and a substantial pension.

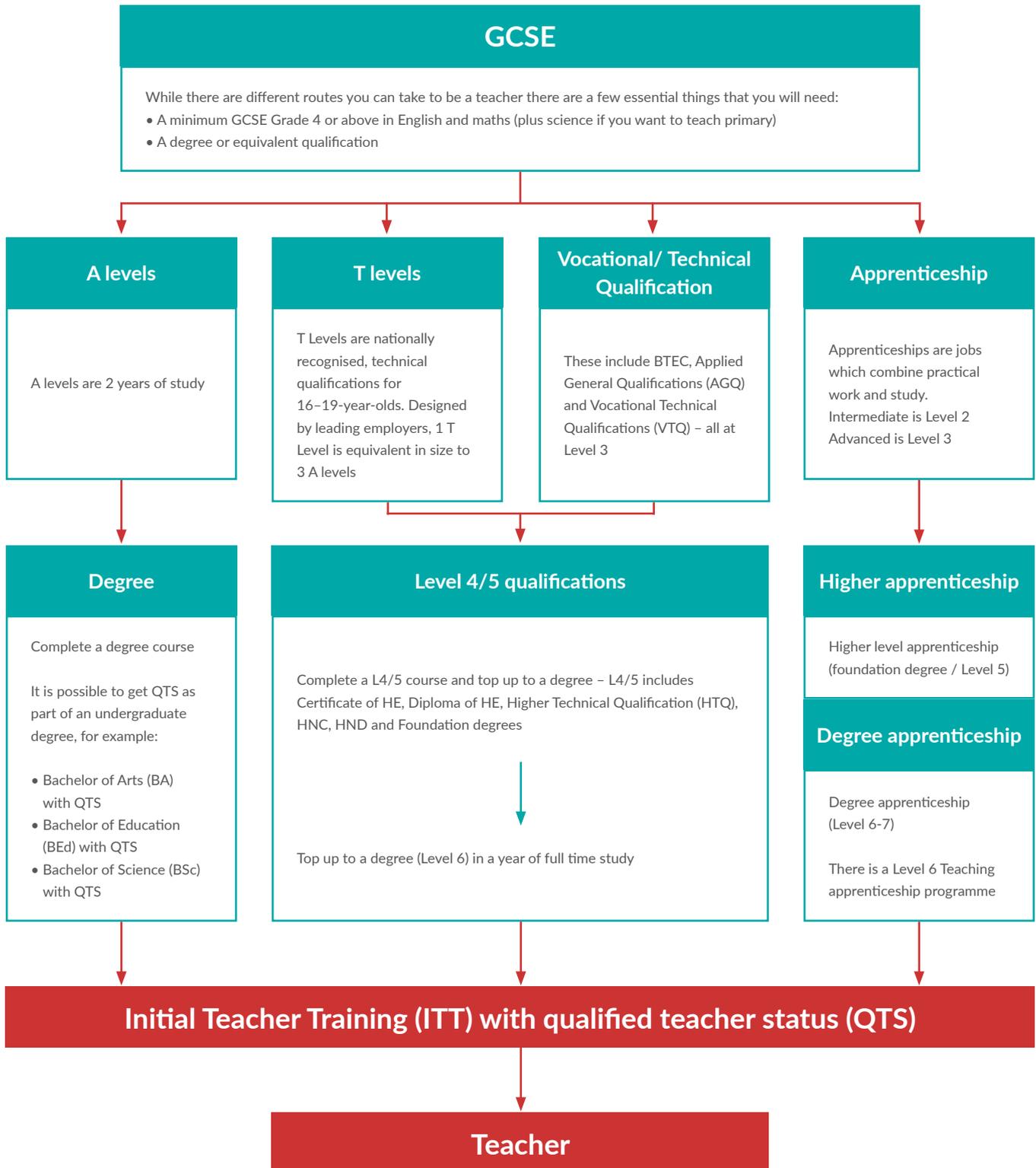
You'll get more days holiday than people in many other professions. In school, full-time teachers work 195 days per year.

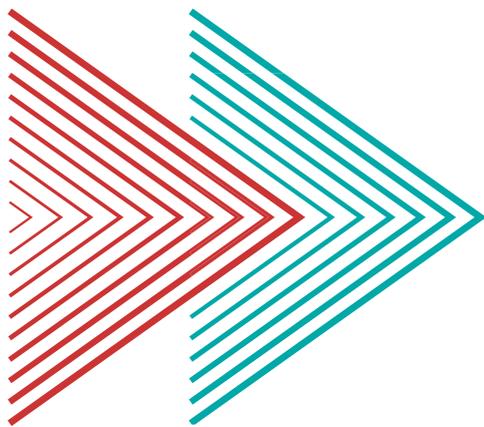
For comparison, you'd work 227 days per year (on average) if you worked full time in an office.

[Find out more: Teaching salaries and benefits](#)

Be mindful that when you share your route into teaching, you need to balance with the other options.

Here is an infographic resource to share with your students which shows the options and journey they could take.





Pathways



Pathways

Whether students know where they are headed to in the future or not, knowing the work and study choices available to them is a great place to start.

Get the Jump: Skills for Life is a campaign to help young people make their next step in education and training. It raises awareness and understanding of all the different education and training pathways open to young people at post-16 and post-18.

Many young people may feel confused or daunted by the post-16 or post-18 choices landscape and the campaign signposts students to further information around all potential options.

Here are two visual displays you may also find helpful:

Framework of Qualifications: This is a useful visual display which shows where different levels of qualifications sit with each other.

Options map: This is a useful visual display of the different pathways.



Resources to highlight pathways from your subject

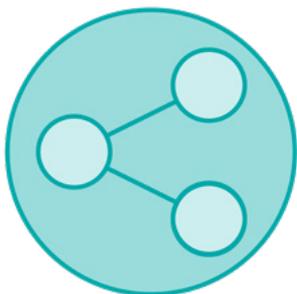
- Download My Learning, My Future student facing [presentation deck](#)
- [Discover Creative Careers](#): Bringing together careers information and opportunities from creative organisations in one explorable directory
- Download this [apprenticeship poster](#) for Film & Media
- [Explore careers in Media, Publishing and information services](#)
- [Discover courses linked to Media through Access Creative College](#)

Example Key Sector Bodies:

- [Creative Industries Federation: Creative Careers Programme](#)
- [British Film Institute: BFI](#)
- [The Media Education Association \(MEA\) seeks to support media educators, promote media literacy work and raise the status of media education](#)

Get the Jump: Skills for Life

There are three types of routes students can consider:



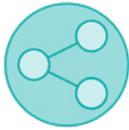
Combine study and work



Study



Work



Combine study and work

<p><u>Apprenticeships</u></p> <p>Apprenticeships are real jobs that allow young people to earn a wage while they learn.</p> <p>They can take between 1 and 5 years to complete, depending on the level.</p> <p>To start an apprenticeship, students will need to:</p> <ul style="list-style-type: none"> • Be 16 or over • Live in England • Not be in full-time education <p>Students can apply for an apprenticeship while they are still at school.</p>	<p>Watch this video on ideas for Apprenticeships in English. Here are some possible apprenticeships available to study:</p> <ul style="list-style-type: none"> • Advertising Executive • Digital Marketer • Broadcast Media Production and Editing Assistant • Film Production Assistant • Journalist • Publisher • Social Media Executive • Public Relations Officer • Teaching Assistant
<p><u>T Levels</u></p> <p>A T Level is a nationally recognised qualification for 16–19-year-olds that lasts for two years. Leading businesses and employers have helped design T Levels to give young people the knowledge and skills they need for work or further study.</p>	<p>Here are the T Levels aligned with your subject:</p> <ul style="list-style-type: none"> • T Level Education and Childcare • T Level Media, Broadcast and Production
<p><u>Vocational Technical Qualifications (VTQs)</u></p> <p>VTQs are practical qualifications for over 16s. They're designed to help students get the skills they need to start their career or go on to higher levels of education. There are a few different types and levels of VTQs, including:</p> <ul style="list-style-type: none"> • <u>BTECs</u>: level 1 to 7 qualifications • <u>Cambridge Nationals</u>: level 1 and 2 qualifications (from Sept 2022) • <u>Cambridge Technicals</u>: level 2 and 3 qualifications • <u>T Levels</u>: level 3 qualifications 	<p>Your students may be able to study:</p> <ul style="list-style-type: none"> • Digital Media • Creative Digital Media Production • Creative Media Practice • Creative Media Production • Theatre and Media Make Up



Study

<p><u>Higher Technical Qualifications (HTQs)</u></p> <p>HTQs are technical qualifications that are approved by employers. There are many different types and are usually taught in the classroom at colleges, universities or independent training providers.</p> <p>To start a HTQ, they will need to be:</p> <ul style="list-style-type: none"> • Aged 18 or over • Live in England <p>There are many different types of HTQs, such as:</p> <ul style="list-style-type: none"> • <u>Higher national diplomas</u> • <u>Higher national certificates</u> • <u>Foundation degrees</u> • <u>Higher education diplomas</u> <p>Other HTQs will be available in the future.</p>	<p><u>You may find courses on the following:</u></p> <ul style="list-style-type: none"> • Creative Media Production (Computer Games Design) • Creative Media Production • Creative Media (Film and television) • Performing Arts (Media Hair and Make Up)
<p><u>A levels</u></p> <p>Subject-based qualifications usually assessed by exams. They can lead to further study, training or work. You usually study A levels over 2 years.</p>	<p><u>You may find courses on the following:</u></p> <ul style="list-style-type: none"> • Media Studies • Film Studies
<p><u>Higher education</u></p> <p>Higher education is the name for qualifications and courses young people can take after 18. There are many different types of higher education qualifications, such as:</p> <ul style="list-style-type: none"> • Diplomas • Bachelor degrees • Foundation degrees and foundation years • <u>HTQs</u> • <u>Degree level apprenticeships</u> 	<p><u>Explore undergraduate courses in Media Studies Care:</u></p> <ul style="list-style-type: none"> • Film Making • Digital Film and TV Production • Creative Media • Audio Production • Media & Communication and Creative Writing • Applied Media • Media and Communication • Media Production • Film and Media • Media Studies and Production • Media Studies and Journalism



Work

<p><u>Supported internships with an education, health and care plan</u></p> <p>An unpaid work-based study programme that usually lasts for one year. It includes an extended work placement that lasts for at least 6 months.</p> <p>This will help young people take the first step from education into the workplace while gaining the skills they need to get a paid job.</p>	<p>Watch Saul's story: here</p>
<p><u>School leaver schemes</u></p> <p>Some companies offer school leaver schemes to young people who have completed A Levels. The schemes allow them to learn and train with a large company while earning a wage.</p>	<p>Young people need to check each company's website to see if they offer a school leaver scheme and how to apply.</p>

[Get the Jump: Skills for Life website](#)

Interested in University league tables?

You can see at a glance the university ranking for Communication & Media Studies

The [table](#) allows you to filter the top university by each category:

- Overall score
- Entry standards
- Student satisfaction
- Research quality
- Research intensity
- Graduate prospects

More information on Universities: Interested to see course level data?

[Discover Uni](#) includes official statistics about higher education courses taken from national surveys and data collected from universities and colleges about all their students. You can search, save and compare courses using the course comparison tool.

The data includes:

- Entry information, highlighting the qualifications held and UCAS Tariff point values students had when they were accepted onto the course
- Continuation rates for courses and a breakdown of what students are doing after one year on the course
- Data from the [National Student Survey \(NSS\)](#) showing experiences at university or college
- Data from the [Graduate Outcomes survey](#) showing employment outcomes and earnings which we publish along with earnings data for graduates 3 and 5 years after graduation from the Longitudinal Education Outcomes (LEO) dataset
- Graduates' perceptions of their work after graduating

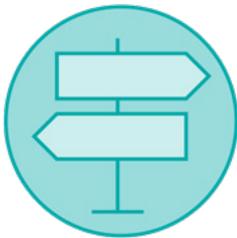


Careers in the curriculum



Careers in the curriculum

Young people critically need support to see and understand their future and ensuring that careers learning is delivered in all subjects has benefits clearly aligned to the priorities of schools and colleges and to positive outcomes for students. There are three different approaches to careers in the curriculum to consider:

1|

Highlight the relevance of your subject to future careers and opportunities.

2|

Set curriculum learning within the context of careers and the world of work.

3|

Deliver curriculum learning through employer encounters, experiences of work and/or extra-curricular opportunities.

Embed careers in curriculum teaching and learning

There are some excellent examples of how curriculum teaching can be put into the context of careers and the world of work. Here are some resources designed for your curriculum area.

- [Why it Matters: Media](#)

[Why it matters resources](#) have been designed by Loughborough University to help students to understand where studying different subjects (both post 16 and post 18) might lead

- [4Schools brings creative careers in TV and Broadcasting right into the classroom](#)

Irrespective of a student's favourite subject, the skills they excel in, or their academic achievements, there is a place, or career, for everyone in the TV and Broadcasting industry. 4Schools brings together industry insight from Channel 4 and expert early careers advice from GetMyFirstJob into this one-of-a-kind programme for 11-14 year olds.

Case studies linked to your subject

- [NHS Careers A - Z:](#)
 - [Communication PR Executive](#)
 - [HR Professional](#)
 - [IT Support Officer](#)
- [Forum Talent Potential Case Study \(KS4\) Transactional Writing Journalism Task](#)
- [Forum Talent Potential Case Study \(KS4\) Spoken Word Radio Broadcast Task](#)

Other Resources

- [Here is a range of Media careers within various job sectors through Prospects](#)
- [Explore icould: Take a closer look at Media and issues, with a selection of videos, guides and advice.](#)
- [Be inspired by this Careers Guide by Youth Employment UK](#)
- [Find an engaging subject Media poster from Planit - "Shrink oversized pages" before you print to A4](#)

Extra-curricular Inspiration

- [Loughborough University HE Unboxed: Marketing*](#)

This box challenges students to think about how to create a brand identity. Learners will explore the importance of marketing in creating an identity that connects with consumers, and will also have the opportunity to this theory into practice through creating their own brand and connected marketing strategy.

- [Loughborough University HE Unboxed: Creative Writing*](#) This box aims to inspire the creative writing process through use of objects as prompts and encourages students to relate this to texts they are currently studying by looking at how character possessions aid characterisation. Learners will pick from a random selection of items that have previously belonged to someone, or something, and answer questions to build the character who owned the object, before writing a short piece of creative writing.
- [BBC Young Reporter Resources](#)
- [The Shine School Media Awards](#) is a free national competition rewarding UK secondary schools who produce an outstanding newspaper, magazine, podcast or website.



Activity Ideas

Create careers 'buzz moments' in every lesson

Young people experience 'buzz moments' when an idea hooks their attention and imagination.

Highlighting relevant careers stories, or relating topics or essential skills from your subject to future opportunities is easy to embed and can be really powerful. This should help support a culture that inspires young people about their future.

Here are some ideas to get you started:



- 1 | Encourage students to identify a job related to your subject that they will be doing in ten years' time and ask them to present the pathway they took to that role



- 2 | Encourage students to research local options at 16/18 in pathways related to your subject that interest them



- 3 | Encourage students to research and present on roles of interest



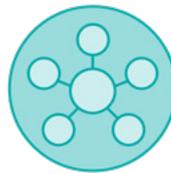
- 4 | Share your own careers story



- 5 | Spotlight non-obvious careers related to your subject



- 6 | Challenge self-limiting beliefs and stereotypes around your subject



- 7 | Know all the pathways from your subject



- 8 | Highlight essential soft skills linked to specific lessons and to your subject in general

Find all eight activities (and more) ready in the slide deck for you to use with your students [here](#)

Employer engagement

You may wish to invite someone from the world of work in to support you in highlighting the relevance of your subject to careers. Use the below guidance to help you.

Key Questions	Guidance
<p>What are you looking to achieve?</p> <p>Try and be as clear and purposeful as possible when framing an 'ask' of employers.</p>	<p>What are the planned outcome(s)? i.e.</p> <ul style="list-style-type: none"> • For students and parents/carers to understand the relevance of your subject to careers. • To encourage students to consider pursuing your subject to GCSE level. • For students to have an insight into <u>key labour market information</u>.
<p>What benefits would there be to the employer for supporting?</p>	<p>For emotional reasons:</p> <ul style="list-style-type: none"> • Personal connection, e.g. they have family at the school or a relative works at the school or college • History, e.g. they are an alumni of the school or college • Locality, a local employer wants to give something back to the local area <p>For commercial reasons:</p> <ul style="list-style-type: none"> • Skills shortages – to attract young people into their industry • To help change perceptions of certain industries • Corporate Social Responsibility (CSR) positioning – being seen to give something back
<p>How to engage an employer?</p>	<p>Speak to your Careers Leader to access contacts that already exist in the school. Try:</p> <ul style="list-style-type: none"> • Staff networks (e.g. family, friends, Governors) • Student networks (parents, relatives) • Alumni network • Supply chains (IT, Catering, Maintenance) • If your school or college has an Enterprise Adviser, they may have wider employer links or suggestions • Social media appeal with a clear ask
<p>Format</p>	<p>Articulate where, when and how the encounter will take place.</p> <p>Would you like someone to create a video/take part in a recorded Q&A or is this is a physical invitation into a lesson?</p>
<p>Recording and Evaluation</p>	<p>How will you evaluate the session and get a temperature check of value from students and the employer?</p> <p>Remember to communicate activity and student register to Careers Leader as this supports Gatsby Benchmark 4 and potentially 5/6.</p>



Essential Skills



Essential Skills



Good careers provision includes building students' essential employability skills. These are the skills that you need for almost any job and they make learning easier too. Students will probably already be using these skills in your lessons, but are they able to talk about them confidently?

The [Skills Builder Universal Framework](#) was developed by CEC, Skills Builder, Gatsby Foundation and others to provide a common language for these 8 essential skills. It breaks down each skill into 16 teachable steps.

In Media Studies Care, students are likely to use these 3 essential skills:



The use of imagination and the generation of new ideas

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)

[Post 16](#)



Working cooperatively with others towards achieving a shared goal

[Overview video](#)

[Key stage 3](#)

[Key stage 4](#)

[Post 16](#)



The ability to set clear, tangible goals and devise a robust route to achieving them

[Overview video](#)

[Key stage 3](#)

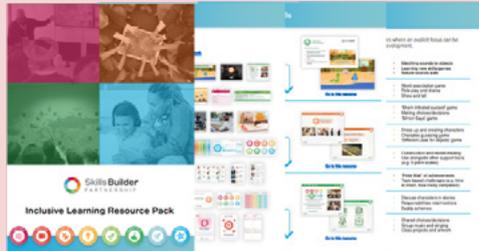
[Key stage 4](#)

[Post 16](#)

To access the short lessons and many other resources, create a free account on the [Skills Builder Hub](#) here.

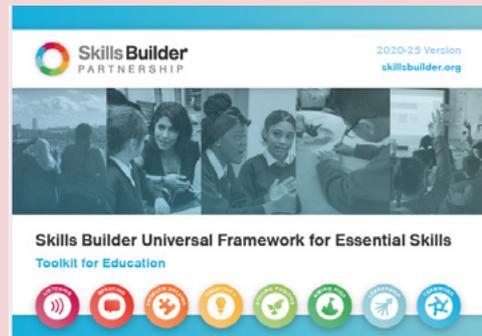


Working with students with additional needs?



You can find many resources to support learners with additional needs in our [Inclusive Learning Resource Pack](#) here.

You can also use our [Expanded Universal Framework](#), which breaks each skill step down into smaller stepping stones.





Acknowledgements

With special thanks to the following organisations for their support and insight into developing the My Learning, My Future resources:

- Amazing Apprenticeships
- BBC Bitesize
- Education & Employers, icould
- Forum Talent Potential
- LMI for All
- Loughborough University
- National Careers Service
- National Careers Week
- Skills Builder Partnership
- Success at School
- The Parents Guide to
- PwC UK
- Ormiston Academies Trust
- Prospects
- LLEP
- GOV.UK Get the Jump: Skills for Life campaign
- First Careers
- NHS Careers
- planitplus.net
- futuregoals.co.uk
- Access Creative College
- BBC Young Reporter
- British Film Institute
- BFI Creative Industries Federation: Creative Careers Programme
- Discover Creative Careers
- Media Education Association (MEA)
- UCAS





My Learning My Future

If you have any questions about MLMF Media
Studies, contact us at:
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All the resources, all in one place:
[CEC Resource Directory](#)

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