

## Mass Media Cultures and the New Rules of Engagement

### COURSE OVERVIEW

This is an insightful course that examines the evolving relationship between mass media and society in the digital age. It explores how media cultures shape public perception, communication patterns, and social identities while critically analyzing the impact of traditional and new media platforms in contemporary culture. The course offers participants a deep understanding of media power, cultural representation, audience engagement, and the influence of globalization and emerging technologies. Participants will develop the critical and creative skills needed to navigate and influence media landscapes that are increasingly diversified and dynamic.

### WHO SHOULD ATTEND?

This course is ideal for professionals interested in media studies, communication, journalism, cultural studies, and digital media. It benefits aspiring media practitioners, content creators, social researchers, marketers, and anyone seeking to understand the complex interplay between media, culture, and society. The program is suitable for those aiming to work in media organizations, creative industries, public relations, or academic research focused on media and communication.

### COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Critically analyze traditional and contemporary media cultures and their societal impacts.
- Understand and apply theories of media, communication, and cultural studies.
- Evaluate the role of new media platforms and digital technologies in shaping media engagement.
- Explore issues of media representation, identity, and power relations within global and local contexts.
- Develop informed perspectives on media ethics, regulation, and audience dynamics.
- Create critical and creative media projects that reflect contemporary media challenges.
- Engage effectively with debates on media globalization, cultural diversity, and technological innovation.

### KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- An exploration of media power and influence in society.
- The study of cultural representation and identity in media content.
- Analysis of traditional media alongside digital and social media evolution.
- Examination of globalization's effect on media cultures.
- Engagement with critical theories and case studies in media studies.
- Hands-on experience through media projects emphasizing creativity and critical thinking.
- Insight into ethical, legal, and regulatory frameworks in media.
- Interdisciplinary approach linking media, culture, and communication.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded