

## MEDIA

Media is the main academic focus for me, after studying it for the first time at AS level. Analysing the heightened significance of image within the music industry and media culture has inspired my interest and driven me to explore this subject in depth. English Literature and History have nurtured my interest in culture and the developing relationship between Culture and society. I now have an insight into how culture is "mediated" through print, the internet and social forms of media in our society. After looking at different aspects of the media industries, I chose to study the Representation of Women when linked to Ethnicity in American films. Issues relating to ethnicity have always been close to my heart. I was born in South Africa and spent my early years there and even at a young age these issues were apparent to me to some extent. American society struggles with racial issues even to this day although the issues themselves may have changed over time the focus remains the same. Understanding how these beliefs originated and how people have developed the integrated society of today is incredibly interesting to me as an aspect to study further. The use of pamphleteers before and during the civil war in the 1600's, as well as propaganda and its persuasive effect on the public at that time, fascinates me and provides a different focus for my interest in History. Studying *The Great Gatsby* introduced me to the birth of "consumerism" within the 1920's and how it created a new social hierarchy, changing western culture forever. The historical knowledge upon which novels like these are based has always appealed to me. Understanding how the author has been influenced by history and how it is portrayed to the audience is thought-provoking to me and makes the reading experience more enjoyable. The impact of the media industry and how it has altered the mind set of society, creating a very judgemental perspective for us towards these issues has challenged me to explore their reasoning and origins. The development and progression of human culture and it created the popular culture of today are issues that truly absorb me. I've found Journalism fascinating, especially the press' negative image at present.

English, Media and History have captured my imagination and I've always strived to achieve my full potential in all subjects. This provides me with a sound foundation for University because so far I have managed to achieve the grades I've wanted. Volunteer work within school, such as Children in Need, has given me the chance to deal with management and team work skills. I also had the opportunity to visit New York City in 2010, affording an exciting view of the various cultures of the world. Exploring the world and learning different cultures first hand has become a strong aim for me, thus comparing them to ours as a westernised society.

Outside of school, my early interests lead me towards singing lessons, achieving a Grade 6 in the exams. This has built my confidence in myself and my potential, giving me early experiences regarding examinations. Singing has given me an opportunity to express myself in a creative way.

Since the age of 14, I have involved myself in part-time work, to help develop a strong work ethic, money management, and useful people skills. I learnt responsibility, reliability and learned to communicate well with the other employees on various professional levels. These experiences also gave me a sense of commitment and dedication to the work at hand, and helped me develop meticulous time keeping.

To conclude, I feel that I have become more focused towards succeeding in my subjects, as the level of independence regarding my studies has grown throughout my school life, which has reflected in my AS results. Therefore, the prospect of increasing this independence at University will help me thrive within the University environment