

## CHAPTER 14

### Coda: key skills for media work

As we learnt in the introduction, the key skills in media and communications are being able to write, and being able to handle huge workloads within tight schedules. These two skills enable you to have the space to work on all the exiting editing, designing, discussion, and creative activities through your studies, and all this together will make you a fantastic media and communications practitioner and a critical thinker. This book was designed to help you along the way with those two major parts of your studies, a resource to dip back into as you progress. I hope it has been useful to you, and I hope it will keep you company as you move from your studies to the workplace, where the pressure for you to keep to deadlines, write well and think critically, will be even greater than they are now. It is you though, who will decide whether you will get the most out of your degree, and then use your skills to improve the media and communications landscape in a way that makes the world a little more pleasant for everyone.



Get a comfortable seat. Good lighting. Identify that time when you are at your most productive and stick to it. Read and stop. Take a break. Drink a lot of water. And always remember to answer the question.

Alfonse – MA Media and Development

As you study, keep an open mind to ideas, keep a positive attitude to criticism. Know that these will be some of the most complex, challenging and thought-provoking months of your life. You will be pushed to work hard, pushed to think hard, pushed to think differently. But these will also be some of the most enjoyable and enlightening months of your life. And as you leave

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the university, take these skills with you, keep that open mind, keep that critical edge, as you look back on your studies, you will surely see how much you have changed and grown as a person.

Good luck with all your studies, and in all your future work and endeavours!

Doug