

Chapter Seven

Data Analysis – Media Studies - Discourses of Public Policy

7-1 Introduction

This final analysis chapter is a consideration of the participant responses in relation to ‘*media studies*’ and a number of contemporary public policy issues that impact higher education, discourses of ‘public policy’. Over recent decades higher education public discourse has been dominated by a shift towards ‘*the market*’ and ‘*student as consumer*’ together with a portrayal of higher education primarily as a driver of economic growth rather than a broader contributor to society (for example, Fairclough (1993), Molesworth *et al.*, 2009). This chapter addresses the contemporary manifestations of this discourse and so contributes to a response to research question two (See Chapter One, Section 1-7).

The bulk of this chapter looks at the ways the participants perceive the impact of marketised, competitive recruitment and admissions activities in relation to the practices of ‘*media studies*’. There is then a consideration of the participants’ responses to discourses of ‘*student experience*’ and ‘*students as partners*’ in response to central government policy developments such as *Students at the Heart of the System* (Department of Business, Innovation and Skills, 2011).

The analyses in this chapter take account of responses from fifteen of the nineteen participants, covering all the broad roles within the interviewees; media studies academic staff, central university professional staff, media studies graduates and the secondary school headteacher.