

SOCIAL INFLUENCERS: POP CULTURE THEN & NOW

FACULTY

HSIE

CONTRIBUTION

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School developed

Think influencers are new? Think again. Every generation has had its trendsetters – from Cleopatra to Elvis, from Shakespeare to Taylor Swift, from gladiators to gamers.

In this HSIE elective, you and your classmates will dive into pop culture through the ages, deciding which eras and icons to explore. From music and fashion to sport, art, film, and social media, you'll uncover how cultural influencers have shaped the way we think, dress, and live – and then learn how to become an influencer yourself.

What you'll do:

- Choose your icons – select the eras and influencers you want to study as a class.
- Unpack trends – music, movies, sport, fashion, memes, and more.
- Compare past and present – from gladiators to TikTokkers, how has influence evolved?
- Learn the art of influence – explore techniques influencers use and apply them in your own creative projects (e.g. campaigns, mini-docos, podcasts, or digital posts).

The skills you'll master:

- Critical thinking – analyse influence, power, and popularity.
- Cultural inquiry – research how individuals shaped societies.
- Creative communication – design your own messages of influence using media tools.
- Collaboration – work with others to pitch ideas and projects.

If you love music, sport, film, fashion, or social media, this course gives you the chance to study what you love and try it yourself. Step into the shoes of the influencers of yesterday and today – and discover what it takes to make an impact.

STAGE 6 SUBJECT SELECTION

Society & Culture
Modern History
Visual Arts
Drama
Business Studies

HIGHER EDUCATION

Media & Communications
Cultural Studies
Marketing
Journalism
Film & TV

CAREER OPPORTUNITIES

Social Media Manager
Journalist
Marketing Specialist
Media Producer
Content Creator