Module Specification

MS1002 Studying Media and Communication

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Media and Communication
Credits: 30

Student Workload (hours)
- Lectures: 22
- Seminars: 11
- Practical Classes & Workshops: 16
- Tutorials: 1
- Fieldwork
- Project Supervision
- Guided Independent Study: 250
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad
- Total Module Hours: 300

Period: Semester 2
Occurrence: E
Coordinator: Melanie Kennedy

UG Module Mark Scheme

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Period: Semester 2
Occurrence: E1
Coordinator: Melanie Kennedy

UG Module Mark Scheme

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Intended Learning Outcomes
By the end of this module students should be able to:
a) describe the contemporary field of mass media and communication research in terms of the topics covered via written communication and oral communication
b) distinguish between the contrasting academic approaches to studying the media in contemporary research and be aware of their strengths and weaknesses via written communication and oral communication
c) be aware and assess the strengths and weaknesses of different methodological approaches to studying contemporary media via written communication and oral communication
d) demonstrate team working

Teaching and Learning Methods
The module will follow a lecture-seminar format that entails weekly preparation, in which participants must critically assess, discuss, and comment on assigned readings. Following each lecture, the seminars will introduce the main objects, concepts discussed in the assigned readings before general and critical discussion of these concepts presented in these readings. Students will view/listen to a minimum number of media texts from a provided list. The module will also use Blackboard to disseminate lecture powerpoints and supplementary readings, with students encouraged to use the discussion board to deepen their knowledge of key concepts and research methods. An alternative reassessment in the form of an individual reflection is provided in the case of a student's failure in the group work task.

Assessment Methods
Essay (1,500 words)
Group presentation
Exam (final)
MS1002 Studying Media and Communication

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities
Within this Module students will additionally be supported in their studies with guided activities which include:

Set reading supported with activities and discussion questions in seminars;
Students are encouraged to carry out further recommended reading;
Written feedback with reflective comments provided on return of essays;
Opportunities to review assessment feedback during tutors' office hours;
Revision advice via lectures, seminars and Blackboard and exam preparation workshops.
Module Specification

MS1003 Global Media

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Media and Communication
Credits: 15

Student Workload (hours)
- Lectures 22
- Seminars 11
- Practical Classes & Workshops
- Tutorials
- Fieldwork
- Project Supervision
- Guided Independent Study 117
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad
- Total Module Hours 150

Period: Semester 2
Occurrence: E
Coordinator: Maria Rovisco

Mark Scheme: UG Module Mark Scheme

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Period: Semester 2
Occurrence: E1
Coordinator: Maria Rovisco

Mark Scheme: UG Module Mark Scheme

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Intended Learning Outcomes
By the end of this module students should be able to:
- Have an understanding of international communications as a defining element of the contemporary world and of the social, cultural and political changes the international communications system has caused.
- Be familiar with a range of concepts and theories used to describe and analyse the area such as development, hybridity, diaspora, dependency and imperialism.
- Be able to apply these concepts to empirical case studies and to the effects of international communications on global developments.
- Be familiar with social and political theories that have played a key role in the operation of the mass media and able to identify the various routes through which international communications can be studied.

Teaching and Learning Methods
Lectures, seminars and tutorials

Assessment Methods
1500 words assessed essay
Two hour examination

Pre-Requisites

Co-Requisites

Excluded Combinations

Last Published: 5 July 2020
Guided Independent Study: Indicative Activities

Students are expected to engage in reading for class preparation throughout the module, as well as engage in reading and research for the assessment. Within this Module students will additionally be supported in their studies with guided activities which include:

Set reading supported with activities and discussion questions in seminars;
Students are encouraged to carry out further recommended reading;
Written feedback with reflective comments provided on return of essays;
Opportunities to review assessment feedback during tutors’ office hours;
Revision advice via lectures, seminars and Blackboard and exam preparation workshops.
MS1010 Creative Audiences

Academic Year: 2020/1
Module Level: Year 1
Scheme: UG
Department: Media and Communication
Credits: 15

Student Workload (hours)
- Lectures 20
- Seminars 9
- Practical Classes & Workshops
- Tutorials
- Fieldwork
- Project Supervision
- Guided Independent Study 121
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad
- Total Module Hours 150

Period: Semester 2
Occurrence: E
Coordinator: Panayiota Tsatsou
Mark Scheme: UG Module Mark Scheme

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Intended Learning Outcomes
On successful completion of the module, students should be able to:
- display knowledge of the ways that audience research is informed by different theoretical and methodological perspectives.
- demonstrate the ability to engage with key academic debates relating to the study of media audiences
- demonstrate an awareness of the ways that key developments (eg social, historical, political, technological) have shaped the nature of contemporary media audiences.
- demonstrate the ability to develop an academic essay from an initial essay plan to final submission.

Teaching and Learning Methods
Lectures, seminars, independent study.

Assessment Methods
Assessed Essay Plan (500 words)
Assessed Essay (2000 words)

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities
producing essay plan, preparing for seminars by reading core texts, literature searching for essay, producing final essay.
Module Specification

MS2005 Working in the Creative Industries

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Media and Communication
Credits: 15

Student Workload (hours)

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<th>Practical Classes &amp; Workshops</th>
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Period: Semester 2
Occurrence: E
Coordinator: Daniel Allington
Mark Scheme: UG Module Mark Scheme

No. Assessment Description Weight % Qual Mark Exam Hours Ass't Group Alt Reass'
001 Group Presentation (Re-assessment: individual reflection) 40
002 2000-word portfolio containing three elements (Final) (Re-assessments: portfolio) 60

Intended Learning Outcomes

Intended Learning Outcomes
On successful completion of the module, students should be able to:
1. Demonstrate the development of a critique of their educational and professional experience in relation to relevant theory;
2. Critically analyse the structure, organisation and practice of a specific sector or company in the creative industries;
3. Demonstrate an understanding of the importance of reflexivity on individual employability and transferable skills;
4. Understand the importance of and begin to evidence the development of transferable skills specific to contemporary employment in the creative industries (team working and communication).

Teaching and Learning Methods

Each week, there will be a lecture based around a reading assignment, followed by a seminar with discussion activities often involving materials selected by students, followed by a tutorial in which students can raise topics for discussion with the instructor. Much of the teaching will be focused around discussion of case studies and analysis of data chosen by students during guided independent study. Fieldwork visits will be made to creative businesses in Leicester. Lectures will be used to extend and explain areas covered in reading during guided independent study, which will then be consolidated through group discussion led by the teacher. An alternative reassessment in the form of an individual reflection of is provided in the case of a student's failure in the group work task.

Assessment Methods

Presentation - 40%
Portfolio containing 3 elements (2,000 words) - 60%

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Students will be required to carry out core and supplementary reading for each of the topics we deal with, to find data for analysis in each workshop session (e.g. interviews, adverts) and to research and prepare a group presentation.
Module Specification

MS2010 Journalism Studies

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Media and Communication
Credits: 15

Student Workload (hours)

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<th>Seminars</th>
<th>Practical Classes &amp; Workshops</th>
<th>Tutorials</th>
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Period: Semester 2
Occurrence: E
Coordinator: Roger Dickinson
Mark Scheme: UG Module Mark Scheme

Guided Independent Study: Indicative Activities
25 hours preparation for lectures and seminars;
11 hours consolidation after lectures and seminars;
50 hours assessment research and writing;
30 hours wider reading on lecture topics and additional preparation for the article review and essay
Intended Learning Outcomes
On successful completion of the module, students should be able to:
- Discuss and differentiate between a range of common research methods used in media and communication studies.
- Demonstrate the ability to design and evaluate a media and communication research project.
- Demonstrate an awareness of the strengths and weaknesses of different approaches for analysing sources, texts or data.
- Assess the methodological strengths and limitations of a piece of media and communication research.

Teaching and Learning Methods
The module will follow a lecture-seminar format that entails weekly preparation, in which participants must critically assess, discuss, and comment on assigned readings. Following each lecture, the seminars will allow for critical discussion of research design and research methods through a focused discussion of the week's set reading(s), and students will put into practice research methods through class-based activities. The module will also use Blackboard to disseminate lecture powerpoints and supplementary readings, with students encouraged to use the discussion board to deepen their knowledge of key concepts and research methods. Students will be supported in their research project work in practical classes and workshops and by tutors via email, office hours and online tutorial hours.

Assessment Methods
Critical review (1,000 words)
Research report (2,000 words)

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities
Guided activities will include:
Set reading supported with activities and discussion questions in seminars;
Students are encouraged to carry out further recommended reading;
Written feedback with reflective comments provided on return of critical review
Opportunities to review assessment feedback one-to-one during tutors' office hours;
Opportunities for tutorials to offer supervision and guidance in independent research report preparation during tutors' office hours and via email;
Research advice via lectures, seminars and Blackboard and methods training workshops.
Module Specification

MS2017 Television Studies

Academic Year: 2020/1
Module Level: Year 2
Scheme: UG
Department: Media and Communication
Credits: 15

Student Workload (hours)

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<th>Lectures</th>
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<th>Practical Classes &amp; Workshops</th>
<th>Tutorials</th>
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Period: Semester 2
Occurrence: E
Coordinator: Mark

Mark Scheme: UG Module Mark Scheme

No. | Assessment Description | Weight % | Qual Mark | Exam Hours | Ass't Group | Alt Reass't
---|------------------------|----------|-----------|------------|-------------|-------------
001 | Reflective Viewing Portfolio (700 words) | 30        |           |            |             |             
002 | Essay (2000 words) | 70        |           |            |             |             

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Identify and map changes in the development of television genres (e.g. drama, documentary, news) and formats (e.g. reality TV).
- Demonstrate recognition and understanding of how television has evolved as a broadcast and digital medium.
- Recognise and identity how narrative functions across television forms and formats to produce meaning/s.
- Recognise, understand and critique the shifting relevance of public service broadcasting in current media contexts.
- Understand emerging areas/ contexts of the online economy and the ways these impact television consumption.

Teaching and Learning Methods

Lectures
Participatory Seminars
Directed Reading
Directed screenings combined with lectures to ensure collective viewing.
** lectures to include 1 hour screening time

Assessment Methods

Reflective Viewing Portfolio (700 words)
Essay (2000 words)

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

--Critical reading (in preparation for class and to provide context for concepts discussed)
- Critical Viewing (including critical reflective individual viewing)
MS3019 Advertising and Consumer Culture

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Media and Communication
Credits: 15

Student Workload (hours)
- Lectures: 22
- Seminars: 11
- Practical Classes & Workshops: 11
- Tutorials: 11
- Fieldwork: 11
- Project Supervision: 11
- Demonstration: 11
- Supervised time in studio/workshop: 11
- Work Based Learning: 11
- Placement: 11
- Year Abroad: 11
- Total Module Hours: 150

Period: Semester 2
Occurrence: E
Coordinator:
Mark Scheme: UG Module Mark Scheme

No. Assessment Description Weight % Qual Mark Exam Hours Ass't Group Alt Reass't
001 Essay (2,500 words) 100

Intended Learning Outcomes
On successful completion of the module, students should be able to:
- Demonstrate knowledge of the historical development and defining characteristics of advertising and consumer culture.
- Demonstrate an ability to apply historical and theoretical models of analysis to the study of advertising and consumer culture.
- Demonstrate an ability to critically evaluate various conceptualisations of and approaches to the study advertising and consumer culture.
- Demonstrate an understanding of and ability to critically assess advertising and consumption’s roles in organising the symbolic environment, shaping social relations and the production of identities, via analysis of promotional texts.
- Demonstrate and understanding of some of the key debates and issues pertaining to the critical study of advertising and consumer.

Teaching and Learning Methods
Lectures, seminars, independent study.

Assessment Methods
Essay (2,500 words) - 100%

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities
Within this Module students will additionally be supported in their studies with guided activities which include:
- Set reading supported with activities and discussion questions in seminars;
- Students are encouraged to carry out further recommended reading;
- Students are encouraged to view/listen to media texts from a recommended list;
- Opportunities to discuss essay ideas and plans during tutors’ office hours;
- Written feedback with reflective comments provided on return of essays;
- Opportunities to review essay feedback during tutors’ office hours.
Module Specification

MS3022  Activism and Protest in the Information Age

Academic Year: 2020/1
Module Level: Year 3
Scheme: UG
Department: Media and Communication
Credits: 15

Student Workload (hours)
- Lectures 11
- Seminars 11
- Practical Classes & Workshops
- Tutorials 1
- Fieldwork
- Project Supervision
- Guided Independent Study 127
- Demonstration
- Supervised time in studio/workshop
- Work Based Learning
- Placement
- Year Abroad
- Total Module Hours 150

Period: Semester 2
Occurrence: E
Coordinator:
Mark Scheme: UG Module Mark Scheme

Intended Learning Outcomes
By the end of the module, students should be able to:
- Critically analyse the various perspectives on human adoption of technology
- Use examples of Internet-based activism to illustrate the three cyber paradigms and the normalization thesis
- Critically evaluate the concepts of the Digital Divide and Global Civil Society
- Assess the implications of electronically mediated activism for political elites in both democratic and non-democratic states
- Describe how NGOs have benefited from new media technologies and discuss the factors that contribute towards the success of their online campaigns
- Evaluate the advantages and disadvantages of alternative media activism for contemporary protest movements
- Critically analyse the control systems that regulate political activism on the Internet
- Assess the role of new media in the protest movements that have emerged since 2011 and compare it to previous forms of Internet-based activism

Teaching and Learning Methods
The course will be based on a lecture-seminar format that entails significant (mandatory) weekly preparation, in which participants must critically assess, discuss, and comment on assigned readings. Following each lecture, the seminar will begin with student presentations that are designed to introduce the main problems, concepts, and categories of the assigned readings. The balance of class time will be devoted to a general and critical discussion of these concepts and readings. The module will also use Blackboard to disseminate lecture powerpoints and key readings, with students encouraged to use the discussion board to further their understanding of key concepts.

Assessment Methods
- Essay (2500 words)
- Individual Report (1500 words)

Pre-Requisites
None

Co-Requisites
None

Excluded Combinations

Last Published: 5 July 2020
Guided Independent Study: Indicative Activities

Private study comprising: guided reading and preparation associated with classes; student self-directed reading; research, preparation and production of assessed work.
# Module Specification

**MS3025 Online Journalism: Theory and Practice**

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**Student Workload (hours)**

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<td>Seminars</td>
<td>16</td>
</tr>
<tr>
<td>Tutorials</td>
<td>1</td>
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<tr>
<td>Fieldwork</td>
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<tr>
<td>Practical Classes &amp; Workshops</td>
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<tr>
<td>Project Supervision</td>
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<tr>
<td>Guided Independent Study</td>
<td>116</td>
</tr>
<tr>
<td>Demonstration</td>
<td></td>
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<tr>
<td>Supervised time in studio/workshop</td>
<td>9</td>
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<tr>
<td>Work Based Learning</td>
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<tr>
<td>Placement</td>
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<tr>
<td>Total Module Hours</td>
<td>150</td>
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</tbody>
</table>

**Period:** Semester 2  
**Occurence:** E  
**Coordinator:**  
**Mark Scheme:** UG Module Mark Scheme

<table>
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<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass't Group</th>
<th>Alt Reass't</th>
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<tbody>
<tr>
<td>001</td>
<td>Group online journalism project (Re-assessment: individual reflection)</td>
<td>40</td>
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<tr>
<td>002</td>
<td>Group presentation (10 minutes) (Re-assessment: individual reflection)</td>
<td>10</td>
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<tr>
<td>003</td>
<td>Portfolio Part 1: Online Journalism Essay (1500 words) (Re-assessment: essay)</td>
<td>25</td>
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<tr>
<td>004</td>
<td>Portfolio Part 2: Reflective commentary on group project and the marketing strategy (1500 words) (Re-assess: commentary)</td>
<td>25</td>
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</table>

**Intended Learning Outcomes**

On completion of this module, students will:
- Demonstrate an understanding of some aspects of the theory and the practice of online journalism  
- Produce journalistic content, in one or more formats  
- Individually and collaboratively employ online journalism practices  
- Demonstrate an understanding of the marketing, design and implementation of online journalism content

**Teaching and Learning Methods**

Lecturers, seminars, workshops, directed group project work and presentations (deliverable in various multi-media formats). An alternative reassessment in the form of an individual reflection of is provided in the case of a student's failure in the group work task.

**Assessment Methods**

Group online journalism project (700 words) - 40%  
Group presentation - 10%  
Portfolio Part 1: Online Journalism Essay (1500 words) - 25%  
Portfolio Part 2: Reflective commentary on group project and the marketing strategy (1500 words) - 25%

**Pre-Requisites**

**Co-Requisites**

**Excluded Combinations**

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Last Published: 5 July 2020
Module Specification

MS3025  Online Journalism: Theory and Practice

Guided Independent Study: Indicative Activities

25 hours preparation for lectures, seminars, workshops;
11 hours consolidation after lectures, seminars, workshops;
50 hours assessment research, writing and construction;
30 hours wider reading on lecture topics and additional preparation for assignments