Study Abroad

Modules in Media and Communication

2022/23 Academic Year

MODULE NAME: Introduction to Media and Communication

MODULE CODE: MS1001

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 30

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On successful completion of the module, students should be able to:

- Demonstrate understanding of key concepts in media and communication studies, such as: 'media production'; 'media representation'; 'media text'; 'public sphere'; 'media power'; 'media effects'; 'public opinion'; 'audience'; 'technological determinism'; and 'media policy'.

- Describe the ways in which the changing forms of media and communication have been studied historically.

- Identify various approaches to the media as being allied to particular theoretical traditions and evaluate their contemporary relevance.

- Distinguish and show critical knowledge of some of the main contrasting academic approaches to media.

- Demonstrate a range of relevant study skills, including taking concise and relevant notes on reading; essay planning and writing; researching bibliography on a set topic; revising and preparing efficiently for an exam.

COORDINATOR: Jilly Kay

TEACHING AND LEARNING METHODS:

The module will follow a lecture-seminar format that requires weekly preparation. Each lecture will introduce the topic of the week and present key concepts, ideas and literature around that topic. Following the lecture, students will have to read one or more assigned readings (i.e. the 'key reading' list) so as to be able to discuss and critically assess them during the seminar. The seminars will foster a critical discussion of the concepts and ideas presented in the readings.

The module will offer an 'essay surgery' workshop in the reading week, as well as an exam revision session the last week of thte teaching term in order to prepare and guide students for the exam.

The module will also use Blackboard to disseminate lecture resources, seminar notes, supplementary readings and other resources. Blackboard will also be used for making announcements about assessment and other important module-specific matters. Students are encouraged to use the discussion board and other interactive tools available on Blackboard so as to deepen their knowledge of key concepts and literature.

PRE-REQUISITES:

TOTAL MODULE HOURS: 300

ASSESSMENT METHODS:

Essay (2000 words)

Exam (Final)

E1 has Essay 2 (2000 Words) (Final) in place of Exam

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

- weekly reading of one 'key reading'

- preparation for the weekly seminar

- participation and engagement in seminars

- preparation for the 'essay surgery'.

- frequent consultation / check of the Blackboard resources for the module

- discuss assessment plans and written feedback on assessment with module leader during tutorials/office hours

MODULE NAME: Media Origins

MODULE CODE: MS1011

MODULE DESCRIPTION: Click to open.

CREDITS: 15

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

COORDINATOR: Melanie Kennedy

TEACHING AND LEARNING METHODS:

Weekly lectures, screenings (guided by screening questions) and seminars. In Reading Week there will be an assessment workshop

to guide students in their Project preparation.

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Project (1500 words)

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

Within this Module students will additionally be supported in their studies with guided activities which include:

- Set weekly readings scaffolded by guidance questions;

- Weekly seminar preparation activities provided, includng independent research, reflection, and media text analysis, with discussion

questions to be unpacked in seminars;

- Students are encouraged to carry out further recommended reading from a provided list; - Students are encouraged to carry out further recommended media screenings from a provided list; - Written feedback provided on return of projects; - Opportunities to review assessment feedback during tutors' office hours;

MODULE NAME: The Production of News

MODULE CODE: MS2000

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On completion of this module, all students will be able to:

• Identify the key debates and theoretical perspectives within the areas of media research that study news production.

• Assess the impact of the market logic on every aspect of news production.

• Analyze how the internat is changing news production.

• Assess the influence of newsgathering and delivery technologies on the practice of journalism in specific areas such as war, crime and sport.

• Apply the learned theoretical material to specific news stories.

COORDINATOR: Tor Clark

TEACHING AND LEARNING METHODS:

Lectures, seminars, project supervision

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

Tutorials and recommendations for reading and designing projects.

MODULE NAME: Political Communication

MODULE CODE: MS2001

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On successful completion of the module, students should be able to:

• Demonstrate knowledge and understanding of the key concepts, issues and debates within the field of political communication

• Demonstrate knowledge of the actors and institutions involved in political communication and their roles and motivations in the UK and beyond

• Display insights into new concepts, issues and debates within the field relating to emerging trends and practices

• Critically analyse the role of the media, political actors and the public in the communication of politics

• Apply, discuss and debate conceptual and theoretical approaches to current issues and events in contemporary political communication

COORDINATOR: Vincent Campbell

TEACHING AND LEARNING METHODS:

Lectures, seminars, workshops structured around scheduled screenings/Box of Broadcasts material

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

Set academic reading, Box of Broadcasts playlist, directed monitoring of political news media

MODULE NAME: Identity and Popular Culture

MODULE CODE: MS2006

MODULE DESCRIPTION: Click to open.

CREDITS: 15

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On successful completion of the module, students should be able to:

 - Demonstrate understanding of key theoretical and critical concepts and debates around identity formation, cultural representation, 'difference', ideology, multiculturalism, participation, and resistance;

 - Apply key concepts and critically analyse the ways in which popular media forms construct identity positions;

 - Apply understanding of the concepts and ideas discussed to examples from their own experiences;

 - Demonstrate awareness of important critical/cultural debates around representation of race and ethnicity, gender, class, sexuality and (trans-) nationality;

 - Critically analyse the ways in which media texts and images inform ideas of identity formation and present these analyses in both written and oral forms;

 - Read assigned and additional texts critically and reflexively and be able to identify useful arguments as well as limitations, for discussion in class/seminars;

COORDINATOR: Matthew Winston

TEACHING AND LEARNING METHODS:

Lectures with discussion; screened clips/longer media examples, with class discussion following these; seminars: activities, debates, discussions, drawing on specific media examples

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Reflective Assignment (400 words)

Written Contribution (300 words)

Essay (2000 words)

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

Critical reading (in preparation for class and to provide context for concepts discussed), critical viewing

MODULE NAME: Digital Media and Everyday Life

MODULE CODE: MS2009

MODULE DESCRIPTION: Click to open.

CREDITS: 30

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On successful completion of the module, students should be able to:

- Explain the development of the digital media;

- Differentiate between micro- and macro-level digital media effects;

- Identify and describe key concepts of digital media;

- Identify and describe key concepts of digital media;

- Illustrate understanding of the key concepts of digital media using appropriate social science/media theories

- Apply digital media technologies for academic purposes, such as Skype.

COORDINATOR: Matthew Hart

TEACHING AND LEARNING METHODS:

Lectures (two hours each week), seminars (one hour each week), a group project; practical classes and workshops (Video screening;webinar; practical clases on essay/article review writing and in-class presentation); tutorials include face-to-face, email correspondence, Skype office hours and online discussion forums on Blackboard. 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.

PRE-REQUISITES:

TOTAL MODULE HOURS: 300

ASSESSMENT METHODS:

Final essay (2500 words) - reassessment by essay

Group Report (2500 words) - reassessment by individual report 1250 words

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

Prepration for the presentation, independent reading and research to produce an article review and an essay

MODULE NAME: Digital Media and Everday Life

MODULE CODE: MS2011

MODULE DESCRIPTION: Click to open.

CREDITS: 15

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On successful completion of the module, students should be able to:

• Explain the development of the digital media;

• Differentiate between micro- and macro-level digital media effects;

• Identify and describe key concepts of digital media;

• Illustrate understanding of the key concepts of digital media using appropriate social science/media theories

• Apply digital media technologies for academic purposes,

COORDINATOR: Matthew Hart

TEACHING AND LEARNING METHODS:

Lectures (two hours each week), seminars (one hour each week), a group project; practical classes and

workshops (Video screening; practical clases on essay writing and in-class presentation); email correspondence, Skype office hours and online discussion forums on Blackboard. An alternative reassessment in the form of an individual report of is provided in the case of a student's failure in the group work task

PRE-REQUISITES: -

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

-

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

The time allotted to guided independent study covers time for reading the assigned readings, conducting independent reading, discussion with fellow students, exam revision, preparing the presentation and essay.

MODULE NAME: Global Film Culture

MODULE CODE: MS2012

MODULE DESCRIPTION: Click to open.

CREDITS: 15

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On successful completion of the module, students should be able to:

1) Evaluate the significance of technological, social and industrial contexts in our understanding of different film cultures;

2) Independently select and analyse film texts using correct terminology and relevant theory;

3) Demonstrate a knowledge of a range of critical approaches to the study of the cinema.

COORDINATOR: Anna Claydon

TEACHING AND LEARNING METHODS:

Students will learn/participate in one lecture, one screening and one seminar per week but all will additionally have 1 hour of individual tutorial time (over 2-3 meetings, 2 pre-scheduled). Screenings provide case study texts through which different types of and debates around global film culture(s) can be examined. Lectures provide introductions to these alongside theoretical and critical topics and include participatory components (Q&A). Seminars enable a more in-depth discussion to take place which bringing in discussion of screening questions and readings as well as, each week, a discussion of a specific film analysis methodology. The assessment is also designed as a learning exercise – by writing 1000 words on each component, students will develop skills from Year 1 towards the depth required for longer form writing in Year 3. Specifically, Coursework 1 relates to analysis, Course 2 relates to literature review skills and Coursework 3 relates to methodology development (as film specific methods are not covered in detail in the Year 2 research methods module).

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Film Scene Analysis (1000 words)

Film Culture Context (1000 words)

Critical Approach Discussion (1000 words) (final)

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

Independent study consists of guided reading (reading lists provided in the module handbook and reading available online via the library and Blackboard) and viewing suggestions to partner case study films. In addition to this assessment toolkit materials are available to assist students in preparing their assignments (alongside their individual tutorials).

MODULE NAME: Global Cultures

MODULE CODE: MS3004

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On successful completion of the module, students should be able to:- Understand relations between globalization and culture at large, as a field that encompasses notions as diverse as media, cross-cultural encounters, global-local relations, marketing, fashion, cuisine- Distinguish different strands of global interconnecitvities, e.g. cultural, economic and political- Explain emerging and alternative types of globalization such as global consumer activism, alternative economies and alternative political and social movements- Understand global phenomena such as cosmopolitanism, colonialism and capitalism expansion- Critically analyse key theoretical paradigms and apply them to empirical case studies

COORDINATOR: Maria Touri

TEACHING AND LEARNING METHODS:

Lectures, seminars, project supervision

PRE-REQUISITES: -

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Assessed Academic Essay (2,500) - 50%Assessed Written Project (1,500) - 50%

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

Tutorials and recommendations for reading and designing projects

MODULE NAME: Media and the Body

MODULE CODE: MS3013

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

By the end of the module, students should be able to:

- Compare and critique essentialist and social constructionist views of the body

- Describe how the body is a site of work, ritual and power

- Analyse media representations and cultural practices of bodies, regarding the reproduction of norms and construction of identities

- Explain how categories of difference such as gender race and class are embodied

- Understand debates about potential bodily futures

Transferable skills : 1. research presentation communication and group work interpersonal skills 2.gather, organise and analyse ideas and information in order to formulate coherent arguments; and, deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use of a problem-solving approach.skills

COORDINATOR: Joanne Whitehouse-Hart

TEACHING AND LEARNING METHODS:

Lectures, seminars, workshops, self-directed activities, tutorials, and assessment feedback .

An alternative reassessment in the form of an individual reflection of is provided in the case of a student's failure in the Individual Presentation.

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Individual Presentation - 40%

Reflection and Presentation Summary - 10%

Essay (2000 words) - 50%

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

1. Reading and research

2. watch, engage with and assess body media

3. Weekly review of bodies in the news

4. Self-reflection

MODULE NAME: Reporting Panics

MODULE CODE: MS3024

MODULE DESCRIPTION: Click to open.

CREDITS: 15

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On successful completion of the module, students should be able to:

- Demonstrate an awareness of ideas of 'risk', 'panic' and 'fear' and the 'risk / threat society'

- Identify and engage with different theoretical models of media communication in respect to the communication of public perceptions of risk, panics and fear

- Rehearse and critically discuss at least two major studies of the communication of risk, panic or fear and their principal findings

COORDINATOR: Julian Matthews

TEACHING AND LEARNING METHODS:

Lectures

The module teaching methods of the weekly lectures will include:

•Giving a clear and comprehensive introduction to the issues of each theme;

•Communicating the history, context and development of the relevant approaches;

•Considering examples from case studies, historical and current events;

•Indicating the key disagreements between scholars and perspectives and identifying issues for further study.

Seminars

The module teaching methods of the weekly seminars will include:

•Small group-based student activities (discussing examples, problems, etc.);

•Review, evaluation, and exploration of the week's course reading material;

•Class and group analysis of video clips, images, articles, practices, etc. where approrpiate;

•Class and group debate of media related issues and examples

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

1,500 written appraisal - 30%

2,500 word essay - 70%

GUIDED INDEPENDENT LEARNING: 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

MODULE NAME: Media, Rights and Responsibilities

MODULE CODE: MS3041

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 1

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

- To demonstrate an in-depth understanding of the significance of media freedom and its potential conflict with competing interests. - To identify the mechanisms that are available to ensure that different media stakeholders use their freedom responsibly.-To articulate how an ever-evolving media ecology is impacting on the balance between conflicting rights.- To actively reflect on how to be a responsible participant in a media-saturated world. -To explain and apply core concepts of media law, ethics and regulation.

COORDINATOR: Lieve Gies

TEACHING AND LEARNING METHODS:

Lectures, seminars, field visit, directed reading, computer-aided learning

PRE-REQUISITES: -

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Essay, seminars, workshops

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

-Reading, seminar preparation, observation, problem solving, research, planning

MODULE NAME: Studying Media and Communication

MODULE CODE: MS1002

MODULE DESCRIPTION: Click to open.

CREDITS: 30

PERIOD: Semester 2

DEPARTMENT: Media and Communication

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

COORDINATOR: Lieve Gies

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. The module will also use Blackboard to disseminate lecture powerpoints and supplementary readings, with students encouraged to use the dicussion board to deepen their knowledge of key concepts and research methods.

PRE-REQUISITES:

TOTAL MODULE HOURS: 300

ASSESSMENT METHODS:

Case Study (2000 words)

Exam (final)

E1 occ has Essay (2000 words) replacing Exam

GUIDED INDEPENDENT LEARNING: 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 NAME: Global Media

MODULE CODE: MS1003

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 2

DEPARTMENT: Media and Communication

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.

COORDINATOR: Matthew Winston

TEACHING AND LEARNING METHODS:

Lectures, seminars and tutorials

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

2x 1500 words assessed essay

GUIDED INDEPENDENT LEARNING: 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 assessments. 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.

MODULE NAME: Creative Audiences

MODULE CODE: MS1010

MODULE DESCRIPTION: Click to open.

CREDITS: 15

PERIOD: Semester 2

DEPARTMENT: Media and Communication

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.

COORDINATOR: Peter Lunt

TEACHING AND LEARNING METHODS:

Lectures, seminars, independent study.

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Viewing Portfolio (1500 words)

Assessed Essay (2000 words)

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

producing essay plan, preparing for seminars by reading core texts, literature searching for essay, producing final essay.

MODULE NAME: Working in the Creative Industries

MODULE CODE: MS2005

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 2

DEPARTMENT: Media and Communication

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).

COORDINATOR: Idil Osman

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 Individual presentation/

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Presentation - 40%

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

GUIDED INDEPENDENT LEARNING: 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 NAME: Journalism Studies

MODULE CODE: MS2010

MODULE DESCRIPTION: Click to open.

CREDITS: 15

PERIOD: Semester 2

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On successful completion of the module, students should be able to:

• Describe and evaluate recent research on news and journalism

• Demonstrate knowledge of:

- theories and approaches to the study of journalism

- the history and development of the news media

- the development of journalism as an occupation

- contemporary debates about the news industry and its future

• Demonstrate skills in:

- communication (formulating, articulating arguments through writing)

- word processing and presentation

- analysis and critical evaluation

- time management (attending lectures and seminars; meeting assessment deadlines)

COORDINATOR: Roger Dickinson

TEACHING AND LEARNING METHODS:

Lectures, seminars, group feedback session on formative assignment, individual tutorials.

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

GUIDED INDEPENDENT LEARNING: 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

MODULE NAME: Media and Communication Research in Practice

MODULE CODE: MS2016

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 30

PERIOD: Semester 2

DEPARTMENT: Media and Communication

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.

COORDINATOR: Joe Smith

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.

PRE-REQUISITES:

TOTAL MODULE HOURS: 300

ASSESSMENT METHODS:

Critical review (1,000 words)

Research report (2,000 words)

GUIDED INDEPENDENT LEARNING: 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 NAME: Television Studies

MODULE CODE: MS2017

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 2

DEPARTMENT: Media and Communication

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.

COORDINATOR: Katie Moylan

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

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Reflective Viewing Portfolio (700 words)

Essay (2000 words)

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

--Critical reading (in preparation for class and to provide context for concepts discussed)

- Critical Viewing (including critical reflective individual viewing)

MODULE NAME: Media and Gender

MODULE CODE: MS3000

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 2

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On successful completion of the module, students should be able to:- Discuss and evaluate key theoretical and critical concepts and debates around gender, media, representation, ideology, and feminist theories and apply relevant theoretical concepts to analyse the ways in which gender is represented in the media- Critically analyse the ways gender has been represented in the media through academic essays, reflective writing and oral presentations;- Demonstrate awareness of ways in which feminists have attempted to challenge, resist and improve narrow gender representations- Improve oral communication skills through contributions to class discussions about gender and media, drawing both from key theoretical concepts and their own personal experiences and observations- Develop well-structured and supported arguments using appropriate academic conventions and scholarly practices

COORDINATOR: Jessica Bain

TEACHING AND LEARNING METHODS:

Lectures; seminars; independent study; critical and reflective class and seminar discussion; film screenings; assignment preparation.

PRE-REQUISITES: -

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

ACADEMIC ESSAY: Students are expected to submit an academic essay from either a list of supplied questions, or through a topic negotiated with the module leader. The assighment is worth 60% of total mark and should be 2,500 words longPRESENTATION: Student

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

Within this module students will be supported in their studies with guided activities which include:- set reading supported with activities and discussion questions in seminars- written and oral feedback provided on their presentatio, essay and reflective report- opportunities to discuss assessment plans and written feedback on assessment with module leader during office hours- formative feedback on classwork and seminar activities in class

MODULE NAME: The Media, Celebrity and Fan Culture

MODULE CODE: MS3009

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 2

DEPARTMENT: Media and Communication

INTENDED LEARNING OUTCOMES:

On completion of this module, all students will be able to:

1) Analyse the key issues relating to the study of celebrity culture via written communication.

2) Discuss the global influence of celebrity culture on various aspects of daily life via written communication.

3) Critically assess the interest of various audience members in different types of celebrity culture

products via written communication.

4) Create an online diary, reflecting on the role of celebrity/fandom in their own media consumption habits via written communication.

5) Demonstrate the ability to link theories of celebrity/fan cultures to media events via written communication.

COORDINATOR: Melanie Kennedy

TEACHING AND LEARNING METHODS:

Weekly lectures and incorporated screenings (guided by screening questions), and seminars. In Reading Week there will be an

assessment workshop to guide students in their weekly Online Reflective Journal writing. In Reading Week there will be a small

group tutorial to evaluate an example Online Reflective Journal and reflect on the UG Assessment Criteria.

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Online reflective journal (9 x 350 words) - 100%

GUIDED INDEPENDENT LEARNING: 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;

Weekly seminar preparation activities provided, includng independent research, reflection, and media text analysis, with discussion questions to be unpacked in seminars;

Students are encouraged to carry out further recommended reading from a provided list; - Online Reflective Journal support and guidance given in lectures, seminars, on Blackboard, and during Reading Week workshop and tutorial; - Formative written feedback provided on Journals in-progress in week 4; - Students are encouraged to review formative journal feedback, and ongoing weekly Journal plans during tutors' office hours

MODULE NAME: Advertising and Consumer Culture

MODULE CODE: MS3019

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 2

DEPARTMENT: Media and Communication

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.

COORDINATOR: Andreas Anastasiou

TEACHING AND LEARNING METHODS:

Lectures, seminars, independent study.

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Essay (2,500 words) - 100%

GUIDED INDEPENDENT LEARNING: 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 NAME: Online Journalism: Theory and Practice

MODULE CODE: MS3025

MODULE DESCRIPTION: [Click to open.](#)

CREDITS: 15

PERIOD: Semester 2

DEPARTMENT: Media and Communication

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 employ online journalism practices

- Demonstrate an understanding of the marketing, design and implementation of online journalism content

COORDINATOR: Julian Matthews

TEACHING AND LEARNING METHODS:

Lecturers, seminars, workshops, directed group project work and presentations (deliverable in various multi-media formats).

PRE-REQUISITES:

TOTAL MODULE HOURS: 150

ASSESSMENT METHODS:

Individual online journalism project - 50%

Portfolio Part 1: Online Journalism Essay (1500 words) - 25%

Portfolio Part 2: Reflective commentary on individual project and the marketing strategy (1500 words) - 25%

GUIDED INDEPENDENT LEARNING: INDICATIVE ACTIVITIES:

25 hours preparation for lectures, seminars, workshops;

11 hours consolidation after lectures, seminars, workshops;

60 hours assessment research, writing and construction;

30 hours wider reading on lecture topics and additional preparation for assignments