

Module Details	
Module Code:	MEDA B8004
Full Title:	Media Studies APPROVED
Valid From::	Semester 1 - 2019/20 (June 2019)
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Eileen Murphy
Departments:	Unknown
Module Description:	The student will learn to analyse the social and cultural roles of both the traditional (television and print media) and the newer media (Internet and digital media). They will be introduced to a variety of media forms, and will explore the ways in which media texts are both composed and received in contemporary society.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Analyse the central role played by the media in the production of contemporary culture.
MLO2	Evaluate the impact of economic and political power on ownership, control and regulation of media industries.
MLO3	Compare models of audience behaviour.
MLO4	Analyse and interpret a variety of media forms and texts.
MLO5	Critique contemporary debates on new media
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content
Introduction to Media Studies What does the study of media entail
Media as industry Does it matter who owns the media?
The Media landscape in Ireland Main media outlets, ownership types and target audiences.
Media regulation The challenges and conflicts in regulating media content.
Media Audience from passive dupes to interactive producers. Understanding contemporary media audience.
Media Representations The responsibility of representation
Stanley Cohen and 'moral panics' Responsible media coverage.
The internet as public sphere? New media - new challenges.

Module Assessment	
Assessment Breakdown	%
Course Work	70.00%
Final Examination	30.00%
Module Special Regulation	

Assessments

Full Time On Campus

Course Work			
Assessment Type	Essay	% of Total Mark	40
Marks Out Of	100	Pass Mark	40
Timing	S1 Week 10	Learning Outcome	1
Duration in minutes	0		
Assessment Description A 2,500 word essay on an topic of contemporary relevance in Media Studies, e.g. "Does it matter who owns the media?"			
Assessment Type	Presentation	% of Total Mark	30
Marks Out Of	100	Pass Mark	40
Timing	S1 Week 7	Learning Outcome	1,4
Duration in minutes	15		
Assessment Description A presentation outlining the findings of primary research carried out in the area of media representations.			

No Project

No Practical

Final Examination			
Assessment Type	Formal Exam	% of Total Mark	30
Marks Out Of	100	Pass Mark	40
Timing	End-of-Semester	Learning Outcome	1,4,5
Duration in minutes	120		
Assessment Description End-of-Semester Final Examination			

Part Time On Campus

Course Work			
Assessment Type	Essay	% of Total Mark	40
Marks Out Of	100	Pass Mark	40
Timing	S1 Week 10	Learning Outcome	1
Duration in minutes	0		
Assessment Description A 2,500 word essay on an topic of contemporary relevance in Media Studies, e.g. "Does it matter who owns the media?"			
Assessment Type	Presentation	% of Total Mark	30
Marks Out Of	100	Pass Mark	30
Timing	S1 Week 7	Learning Outcome	1,4
Duration in minutes	15		
Assessment Description A presentation outlining the findings of primary research carried out in the area of media representations.			

No Project

No Practical

Final Examination			
Assessment Type	Formal Exam	% of Total Mark	30
Marks Out Of	100	Pass Mark	40
Timing	End-of-Semester	Learning Outcome	1,4,5
Duration in minutes	120		
Assessment Description End-of-Semester Final Examination			

Reassessment Requirement
A repeat examination Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.

Reassessment Description

A 2,500 word essay on an topic of contemporary relevance in Media Studies, e.g. "Does it matter who owns the media?"
Repeat exam

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	2.00	2
Tutorial	Contact	No Description	Every Week	1.00	1
Directed Reading	Non Contact	No Description	Every Week	2.00	2
Independent Study	Non Contact	No Description	Every Week	4.00	4
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	3.00

This module has no Part Time On Campus workload.

Module Resources
<i>Recommended Book Resources</i>
<p>Devereux, E. (2013), Understanding the Media, 3rd. Sage, [ISBN: 9781446248805].</p> <p>Lloyd, J & Toogood, L. (2015), Journalism and PR: news media and public relations in the digital age, I.B. Taurus.</p> <p>Horgan, J & Flynn, R. (2017), Irish Media: a critical history, Four Courts Press, [ISBN: 9781846826542].</p> <p>Balbi, G & Magauidi, P. (2018), A History of Digital Media, 1st. Routledge, [ISBN: 9781138630222].</p> <p>Branston, G & Stafford, R. (2010), The Media Student's Book, 5th. Routledge.</p>
<i>Supplementary Book Resources</i>
<p>McQuail, D. (2010), McQuail's Mass Communication Theory, 6th. Sage.</p>
<i>This module does not have any article/paper resources</i>
<i>Other Resources</i>
<p>Website, online editor Irish Times. (2013), Building an Irish Times website for the new digital era, http://www.irishtimes.com/culture/media/building-an-irish-times-website-for-the-new-digital-era-1.1323273#</p>