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| 4100MEDCUL  Semester 1  *Media studies* | Studying Culture  (20c) | *Aim:*  1. To introduce students to academic literacy and the more specialised demands of media cultural and communication research.  2. To introduce students to the key approaches, issues, theoretical concepts and debates in the study of lived culture.  3. To introduce students to a range of key debates and approaches to study of media, culture and communication. | *Learning activities:*  Lectures, task based workshops and reading based seminars. | *Assessment:*  Group presentation (40%) Self Awareness Statement (10%) 2000 words essay (50%) |
| 4101MEDCUL  Semester 1  *Media studies* | Media Texts  (20c) | *Aim:*  1. To introduce students to a range of methods for studying media texts.  2. To provide students with an understanding of key theories for the analysis of media, communication and cultural texts.  3. To examine the key concept of media representation, illustrating its relevance for an understanding of contemporary socio-cultural debates. | *Learning activities:*  Lectures, Seminars, Workshops. | *Assessment:*  1500 words essay (30%) 2000 words essay (70%) |
| 4102MEDCUL  Semester 1  *Media studies* | Researching Cinema  (20c) | *Aim:*  1. To introduce students to entertainment media and the contexts in which it is produced and consumed.  2. To introduce students to the study of popular film through analysis of the formal properties and techniques specific to the medium and the analysis of comparative style, genre and narrative structure.  3. To introduce students to different approaches to reading, conceptualising and understanding cinema experience. | *Learning activities:*  Lectures, Workshop, Seminars. | *Assessment:*  1000 word essay (25%) 2500 word essay (75%) |
| 5100MEDCUL  Semester 1  *Media studies* | Public Communication  (20c) | *Aim:*  1. To introduce students to ways of analysing public communication as both a textual form and cultural practice.  2. To support students in the development of work related transferable skills.  3. To provide students with the opportunity to undertake and reflect upon professional practice in media, cultural and communication industries. | *Learning activities:*  Lectures, Seminars, Workshops. | *Assessment:*  10-12 min group pitch (60%) 1500 words reflection (40%) |
| 5101MEDCUL  Semester 1  *Media studies* | Analysing Entertainment Media  (20c) | *Aim:*  1. To examine how narrative forms interrelate with the society in which they are produced and consumed.  2. To consider the historical development and conceptual models which inform the close study of popular narrative texts.  3. To critically examine the nature of popular television institutions, production, texts and reception. | *Learning activities:*  Lectures, Seminars, Workshops, Screenings. | *Assessment:*  1500 words glossary (50%) 2000 words essay (50%) |
| 5102MEDCUL  Semester 1  *Media studies* | Research Methods  (20c) | *Aim:*  1. To enable students to use primary sources in the investigation of historical and contemporary cultural and communication practices.  2. To enable students to understand the central role of research questions in the analysis of media, culture and communication texts and practices.  3. To enable students to select effective investigative strategies appropriate for media, culture and communication research. | *Learning activities:*  Lectures, Seminars, Workshops. | *Assessment:*  2000 words essay (50%) 2000 words portfolio (50%) |
| 6103MEDCUL  Semester 1  *Media studies* | Culture and Identity  (20c) | *Aim:*  1. To use a range of concepts to critically review the relationship between culture and individual and collective identities.  2. To critically evaluate theoretical concepts and assess their usefulness for interrogating relevant analytical case studies.  3. To provide the opportunity for students to undertake critical analysis and evaluation of an appropriate self-selected case study. | *Learning activities:*  Lectures, Seminars, Workshops. | *Assessment:*  1500 words critical reading (30%) 2500 words analysis (70%) |
| 6104MEDCUL  Semester 1  *Media studies* | Media Policy and Regulation  (20c) | *Aim:*  1. To critically examine media policies, paying attention to the contextual factors that influenced their development.  2. To reflect on the role that policy and regulation plays in the ethical decision making processes of media practitioners.  3. To engage with key debates regarding media regulation and law in order to understand the perspectives of different stakeholders. | *Learning activities:*  Lectures, Seminars, Workshops, Tutorials. | *Assessment:*  1500 words report (40%) 2500 words essay (60%) |
| 6105MEDCUL  Semester 1  *Media studies* | Screen Media  (10c) | *Aim:*  1. To offer students the opportunity to develop critical, analytical and evaluative skills appropriate to the textual study of screen media.  2. To identify and critically evaluate the discursive roots of given examples drawn from screen media.  3. To offer students the opportunity to develop a critical understanding of screen media narratives and their historical contexts. | *Learning activities:*  Lectures, Seminars. | *Assessment:*  2000 words textual analysis (100%) |
| 6106MEDCUL  Semester 1  *Media studies* | Youth Cultures  (10c) | *Aim:*  1. To examine how youth cultures have been represented in academic discourse from the post World War II period to the present day.  2. To explore key conceptual, theoretical and methodological frameworks for understanding youth culture.  3. To consider youth culture as a lens through which to explore wider debates in media, culture and communication (for example consumption). | *Learning activities:*  Lectures, Seminars. | *Assessment:*  2000 words critical review (100%) |
| 4103MEDCUL  Semester 2  *Media studies* | Media Institutions and Audiences  (20c) | *Aim:*  1. To introduce students to the determinants of media production and investigate the methods used to research media, culture and communication industries.  2. To provide students with an understanding of theoretical and historical conceptualizations of media audiences.  3. To examine key issues in debates surrounding the relationship between audiences and the media. | *Learning activities:*  Lectures, Seminars, Workshops, Screenings. | *Assessment:*  1500 words essay (40%) 2 hour examination (60%) |
| 4104MEDCUL  Semester 2  *Media studies* | Professional Writing  (20c) | *Aim:*  1. To introduce students to the study of communication in a professional context.  2. To assist students in developing the conceptual and critical language necessary for studying media and cultural practice.  3. To enable students to critically reflect on their own media practice.  4. To examine the changing environment of professional media practice. | *Learning activities:*  Lectures, task based Workshops, reading based Seminars. | *Assessment:*  2500 words portfolio (70%) 1500 words reflection (30%) |
| 4105MEDCUL  Semester 2  *Media studies* | Introduction to Media and Cultural Industries  (20c) | *Aim:*  1. To introduce students to a range of key debates and approaches to the study of media, culture and communication.  2. To assist students in developing the conceptual and critical language necessary for studying media and cultural practice.  3. To develop key transferrable skills including team management and problem solving. | *Learning activities:*  Lectures, Seminars, Workshops. | *Assessment:*  Unseen Class Test (40%) Group Essay, 2500 Words (60%) |
| 5103MEDCUL  Semester 2  *Media studies* | Media and Cultural Theory  (20c) | *Aim:*  1. To deepen and broaden student understanding of the theoretical roots underpinning the study of media, culture and communication.  2. To encourage students to assess the relative strengths and weaknesses of theoretical approaches discussed throughout the module.  3. To offer students opportunities to analyse media texts and cultural practices whilst drawing upon a range of theoretical positions. | *Learning activities:*  Lectures, Seminars, Workshops. | *Assessment:*  1500 words essay plan (30%) 2500 words essay (70%) |
| 5104MEDCUL  Semester 2  *Media studies* | Public Relations  (20c) | *Aim:*  1. To introduce students to ways of analysing public communications as both a textual form and a cultural practice.  2. To support students in the development of work related graduate skills.  3. To provide students with the opportunity to undertake and reflect upon professional practice in media, cultural and communication industries.  4. To prepare students for career planning and work-based learning at Level 6. | *Learning activities:*  Lectures, seminars, opportunities for formative skills development and task based workshops. | *Assessment:*  1500 words report (30%) 3000 words portfolio (70%) |
| 5105MEDCUL  Semester 2  *Media studies* | Popular Journalism: Research in Practice  (20c) | *Aim:*  1. To critically evaluate professional and scholarly accounts of the development of popular journalism.  2. To examine approaches to research in professional journalistic practice.  3. To introduce students to basic writing skills in journalistic genres appropriate to print and online journalism. | *Learning activities:*  Lectures, Seminars, Workshops, field trips. | *Assessment:*  2000 words essay (40%) 2500 words portfolio (60%) |
| 6107MEDCUL  Semester 2  *Media studies* | Mediating Popular Culture  (20c) | *Aim:*  1. To examine the ways in which music is originated, realised and distributed and the extent to which these processes have changed and contribute to change.  2. To enable students to debate the ways in which creative and cultural values are experienced and understood within popular culture.  3. To develop an understanding of the material conditions, especially media forms, for the consumption of music and the cultural contexts in which people appropriately, use and make sense of it. | *Learning activities:*  Lectures, Seminars and Workshops | *Assessment:*  1500 word essay (40%) 2500 word essay (60%) |
| 6108MEDCUL  Semester 2  *Media studies* | Consumer Culture  (20c) | *Aim:*  1. To explore scholarly accounts of the development and nature of consumer society and its associated cultures of consumption.  2. To enable students to produce a critically and theoretically-informed essay.  3. To develop critical interpretive skills for the observation of consumption practices. | *Learning activities:*  Lectures, Seminars, Workshops. | *Assessment:*  1500 words observation task (30%) 2500 words essay (70%) |
| 6109MEDCUL  Semester 2  *Media studies* | Digital Writing  (20c) | *Aim:*  1. To consolidate students' experience of practical and theoretical research into digital writing (studied at previous levels) across journalism studies, public information and communication, media industries, community and identity in relation to emerging professional practice.  2. To evaluate the properties of new media writing and language in their social, cultural and technological context, in order to produce effective and professional new media communications. | *Learning activities:*  Lecture, Seminars and Workshop | *Assessment:*  Editing exercise (25%) 3000 word portfolio (75%) |
| 6110MEDCUL  Semester 2  *Media studies* | Popular Fiction and Publishing  (20c) | *Aim:*  1. To offer students the opportunity to develop critical analytical and evaluating skills appropriate to the textual study of screen and print media.  2. To locate the production and consumption of popular fiction within the context of economic and institutional imperatives.  3. To identify and critically evaluate the discursive roots of given examples drawn from screen and print media. | *Learning activities:*  Lectures that introduce key concepts and modes of analysis. Seminars which focus on textual analysis and theorisation of perspectives. Workshops for the development of analytical and critical skills. | *Assessment:*  2000 words essay (50%) 2000 words report (50%) |
| 6100MEDCUL  Yearlong  *Media studies* | Dissertation  (40c) | *Aim:*  1. To facilitate students to engage critically with key theoretical, conceptual and methodological issues in the construction of a self-directed project.  2. To formulate a research plan and gather, synthesize and make use of relevant literature. | *Learning activities:*  Tutorials, Group Workshops, Private Study. | *Assessment:*  Presentation, Report, Viva (15%) 8000 words Dissertation (85%) |
| 6101MEDCUL  Yearlong  *Media studies* | Media and Cultural Industries  (30c) | *Aim:*  1. To enable students to develop transferable skills relevant to the world of work.  2. To foster initiative through an evaluative approach to the assessment of work experience or career planning in the context of academic study.  3. To produce a sustained and evidenced piece of critical reflection. | *Learning activities:*  Lectures, Seminars, Workshops. practical (work placement), private study. | *Assessment:*  Presentation (25%) Portfolio, 4000 Words (75%) |
| 6102MEDCUL  Yearlong  *Media studies* | Qualitative Research Project  (30c) | *Aim:*  1. To differentiate and assess the suitability of research methods, planning and development of research design.  2. To gain experience of the planning and implementation of original fieldwork, utilizing qualitative methods.  3. To develop analytical skills for examining primary qualitative research. | *Learning activities:*  Lectures, Seminars, Workshops, field trips. | *Assessment:*  2000 words research proposal (30%) 5000 words research report (70%) |
| 6113MEDCUL  Yearlong  *Media studies* | Media, Cultural & Creative Industries Project  (40c) | *Aim:*  1. To enable students to develop transferable skills relevant to the world of work.  2. To foster initiative through an evaluative approach to the assessment of work experience or career planning in the context of academic study.  3. To produce a sustained and evidenced piece of critical reflection. | *Learning activities:*  Lectures, Seminars, Workshops, Practical (work placement), Private Study. | *Assessment:*  Report 1000 Words (10%) Portfolio 4000 Words (70%) Presentation, 10 Mins (20%) |