

MS1001 Introduction to Media and Communication

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 1	Lectures 22
Scheme:	UG	Seminars 22
Department:	Media and Communication	Practical Classes & Workshops
Credits:	30	Tutorials 2
		Fieldwork
		Project Supervision
		Guided Independent Study 254
		Demonstration
		Supervised time in studio/workshop
		Work Based Learning
		Placement
		Year Abroad
		Total Module Hours 300

Period: Semester 1
Occurrence: E
Coordinator: Panayiota Tsatsou
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Essay (2000 words)	50				
002	Essay (2000 words) (Final)	50				

Period: Semester 1
Occurrence: E1
Coordinator: Panayiota Tsatsou
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Final Essay (2000 words)	50				
002	Exam	50		2		

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.

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 the 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.

MS1001 Introduction to Media and Communication

Assessment Methods

Essay (2000 words)
Exam

Pre-Requisites

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Co-Requisites

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Excluded Combinations

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Guided Independent Study: 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

MS1002 Studying Media and Communication

Academic Year:	2019/0	Student Workload (hours)	
Module Level:	Year 1	Lectures	22 22
Scheme:	UG	Seminars	11 11
Department:	Media and Communication	Practical Classes & Workshops	16 16
Credits:	30	Tutorials	1 1
		Fieldwork	
		Project Supervision	
		Guided Independent Study	250 250
		Demonstration	
		Supervised time in studio/workshop	
		Work Based Learning	
		Placement	
		Year Abroad	
		Total Module Hours	300

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

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Essay (1500 words)	40				
002	Essay 2 (1500 words) (Final)	50				
003	Group Presentation	10				

Period: Semester 2
Occurrence: E1
Coordinator: Melanie Kennedy
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Essay (1500 words)	40				
002	Group presentation	10				
003	Exam (Final)	50		2		

Intended Learning Outcomes

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

- describe the contemporary field of mass media and communication research in terms of the topics covered via written communication and oral communication
- 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
- be aware and assess the strengths and weaknesses of different methodological approaches to studying contemporary media via written communication and oral communication
- 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

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Co-Requisites

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Excluded Combinations

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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.

MS1003 Global Media

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 1	Lectures 22
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	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

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Essay 1 (1500 words)	50				
004	Essay (1500 words) (Final)	50				

Period: Semester 2
Occurrence: E1
Coordinator: Maria Rovisco
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Essay (1500 words)	50				
004	Examination (Final)	50		2		

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

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Co-Requisites

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Excluded Combinations

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MS1003 Global Media

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.

MS1006 Digital Storytelling

Academic Year: 2019/0 Module Level: Year 1 Scheme: UG Department: Media and Communication Credits: 15	Student Workload (hours) Lectures 10 Seminars 5 Practical Classes & Workshops 12 Tutorials 5 Fieldwork 65 Project Supervision 10 Guided Independent Study 43 Demonstration Supervised time in studio/workshop Work Based Learning Placement Year Abroad Total Module Hours 150
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Period: Semester 1
Occurrence: E
Coordinator: Verity Milligan
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Individual Essay (1000-1500 words) (Final)	50				
002	Digital Artefact	50				

Intended Learning Outcomes

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

- Become familiar with the concepts of narrative, both theoretical and practical, and how these contribute to digital storytelling.
- Develop research skills designed to inform the creative process of creating digital narratives.
- Gain practical skills in photography, still image editing, creation of narrative, basic audio editing skills, an appreciation of creative web 2.0 tools as well as applications designed to share and log their production experience.
- Critically reflect on their own practical digital work and the work of their peers, and develop an ability to work both individually and in a group to a deadline.

Teaching and Learning Methods

Lectures, Screenings, Seminars, Workshops, Individual fieldwork/study, Tutorials, Peer Assessment
 For the digital artefact, an alternative reassessment in the form of an individual reflection is provided in the case of a student's failure.

Assessment Methods

Individual Essay (1000 - 1500 Words) (Final)
 Digital Artefact

Pre-Requisites

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Co-Requisites

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Excluded Combinations

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Guided Independent Study: Indicative Activities

Pre-production activities related to group video task as well as reflecting on the final product through the individual essay.

MS1010 Creative Audiences

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 1	Lectures 20
Scheme:	UG	Seminars 9
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	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

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Assessed Essay Plan (500 words)	50				
002	Assessed Essay (2000 words)	50				

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

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Co-Requisites

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Excluded Combinations

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Guided Independent Study: Indicative Activities

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

MS1011 Media Origins

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 1	Lectures 11
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops 11
Credits:	15	Tutorials 2
		Fieldwork
		Project Supervision
		Guided Independent Study 115
		Demonstration
		Supervised time in studio/workshop
		Work Based Learning
		Placement
		Year Abroad
		Total Module Hours 150

Period: Semester 1
Occurrence: E
Coordinator: Melanie Kennedy
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Project (1500 words)	100				

Intended Learning Outcomes

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

- Demonstrate knowledge of the key social, cultural, economic, political, technological factors which shaped the emergence of today's media and communication industries.
- Demonstrate knowledge of the historical evolution of key media and communication industries.
- Make connections between contemporary media phenomena and their historical antecedents.
- Compare and evaluate the different approaches to studying media histories
- Demonstrate understanding of how media histories have been constructed and represented.

Teaching and Learning Methods

Lectures and seminars, individual tutorials, screenings/listening sessions

Assessment Methods

Project (1500 words)

Pre-Requisites

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Co-Requisites

-

Excluded Combinations

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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;
- Viewing/listening to a minimum number of media texts from a provided list;
- Students are encouraged to carry out further recommended reading;
- Written feedback with reflective comments provided on return of projects;
- Opportunities to review assessment feedback during tutors' office hours;

MS2000 The Production of News

Academic Year: 2019/0 Module Level: Year 2 Scheme: UG Department: Media and Communication Credits: 15	Student Workload (hours) Lectures 22 Seminars 11 Practical Classes & Workshops Tutorials Fieldwork Project Supervision 7 Guided Independent Study 110 Demonstration Supervised time in studio/workshop Work Based Learning Placement Year Abroad Total Module Hours 150
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Period: Semester 1
Occurrence: E
Coordinator: Tor Clark
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Assessed Academic Essay (1500 words, Final)	50				
002	News Analysis Project (1000 words)	50				

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 internet 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.

Teaching and Learning Methods

Lectures, seminars, project supervision

Assessment Methods

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Pre-Requisites

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Co-Requisites

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Excluded Combinations

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Guided Independent Study: Indicative Activities

Tutorials and recommendations for reading and designing projects.

MS2001 Political Communication

Academic Year:	2019/0	Student Workload (hours)	
Module Level:	Year 2	Lectures	11
Scheme:	UG	Seminars	11
Department:	Media and Communication	Practical Classes & Workshops	11
Credits:	15	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 1
Occurrence:	E
Coordinator:	Vincent Campbell
Mark Scheme:	UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
216	Essay of 2000 words	70				
218	Presentation of 500 words	30				

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

Teaching and Learning Methods

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

Assessment Methods

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Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

-

Guided Independent Study: Indicative Activities

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

MS2005 Working in the Creative Industries

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 2	Lectures 11
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	Tutorials 11
		Fieldwork 6
		Project Supervision
		Guided Independent Study 111
		Demonstration
		Supervised time in studio/workshop
		Work Based Learning
		Placement
		Year Abroad
		Total Module Hours 150

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't
001	Group Presentation	40				
002	2000-word portfolio containing three elements (Final)	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.

MS2006 Identity and Popular Culture

Academic Year: 2019/0 Module Level: Year 2 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
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Period: Semester 1
Occurrence: E
Coordinator: Katie Moylan
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Reflective Assignment (400 words)(re-assessment: reflective assignment)	25				
002	Paired Presentation (re-assessment: individual reflection)	15				
003	Essay (2000 words) (Final) (Re-assessment: essay)	60				

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;

Teaching and Learning Methods

- Lectures with discussion
- Screened clips/longer media examples, with class discussion following these
- Seminars: presentation and class feedback/debate

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

- Reflective Assignment (400 words)
- Paired Presentation
- Essay (2000 words)

Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

-

MS2006 Identity and Popular Culture

Guided Independent Study: Indicative Activities

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

MS2009 Digital Media and Everyday Life

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 2	Lectures 22
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops 12
Credits:	30	Tutorials 4
		Fieldwork
		Project Supervision 1
		Guided Independent Study 250
		Demonstration
		Supervised time in studio/workshop
		Work Based Learning
		Placement
		Year Abroad
		Total Module Hours 300

Period: Semester 1
Occurrence: E
Coordinator:
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Presentation (Group Work) (Re-assessment by Presentation)	25				
002	Article review (1,000 words) (Re-assessment by article review)	25				
003	Essay (2,000 words, final) (Re-assessment by Essay)	50				

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.

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 classes 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.

Assessment Methods

Article review (1000 words)
 Final essay (2500 words)
 Presentation (group work)

Pre-Requisites

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Co-Requisites

-

Excluded Combinations

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Guided Independent Study: Indicative Activities

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

MS2010 Journalism Studies

Academic Year:	2019/0	Student Workload (hours)	
Module Level:	Year 2	Lectures	11
Scheme:	UG	Seminars	22
Department:	Media and Communication	Practical Classes & Workshops	
Credits:	15	Tutorials	1
		Fieldwork	
		Project Supervision	
		Guided Independent Study	116
		Demonstration	
		Supervised time in studio/workshop	
		Work Based Learning	
		Placement	
		Year Abroad	
		Total Module Hours	150

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

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	1000 word article review	30				
002	1500 word essay	70				

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)

Teaching and Learning Methods

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

Assessment Methods

-

Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

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MS2010 Journalism Studies

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

MS2011 Digital Media and Everyday Life

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 2	Lectures 22
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops 12
Credits:	15	Tutorials
		Fieldwork
		Project Supervision 1
		Guided Independent Study 104
		Demonstration
		Supervised time in studio/workshop
		Work Based Learning
		Placement
		Year Abroad
		Total Module Hours 150

Period:	Semester 1
Occurrence:	E
Coordinator:	Matthew Hart
Mark Scheme:	UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Presentation (Group Work)	25				
002	Essay (2500 words)	75				

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.

Teaching and Learning Methods

Lectures (two hours each week), seminars (one hour each week), a group project; practical classes and workshops (Video screening; practical classes 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 reflection of is provided in the case of a student's failure in the group work task

Assessment Methods

Presentation (Group Work)
Essay (2500 words)

Pre-Requisites

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Co-Requisites

-

Excluded Combinations

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Guided Independent Study: 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.

MS2012 Global Film Culture

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 2	Lectures 11
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	Tutorials 1
		Fieldwork
		Project Supervision
		Guided Independent Study 105
		Demonstration
		Supervised time in studio/workshop 22
		Work Based Learning
		Placement
		Year Abroad
		Total Module Hours 150

Period:	Semester 1
Occurrence:	E
Coordinator:	Anna Claydon
Mark Scheme:	UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
002	Portfolio of three 1000 word analyses	100				

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.

Teaching and Learning Methods

Weekly screenings, lectures, seminars and directed reading will engage students with a range of different cultural, social and aesthetic film movements.

The portfolio will split into three components, each evaluating a different element:

- 1) A 1000 word discussion of a particular critical approach to the cinema (e.g. industrial approaches, spectatorship, gender, stars);
- 2) A 1000 word discussion of the impact of a technological, social and industrial context upon one specific film culture (not the student's own);
- 3) A 1000 word analysis of a scene from a film shown on the module using relevant theory and demonstrating discipline specific language.

In addition to this, each week students will undertake online activities to aid their analytical development and work on their portfolio assignments. These are not marked for quality nor given a participation mark but informal feedback is provided when required and students' comments on Blackboard feed into seminar discussions.

Assessment Methods

Portfolio of three x 1000 word analyses

Pre-Requisites

-

Co-Requisites

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Excluded Combinations

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MS2012 Global Film Culture

Guided Independent Study: Indicative Activities

Students will be expected to spend about 7 hours per week reading, and 6 hours per week doing formative exercises in Blackboard and preparing their portfolio entries (students recently surveyed calculated they spent an average of 40 hours working on 3000 words of work). Of course there is some variation in that according to student tasks and abilities (e.g. reading speeds)

MS2016 Media and Communication Research in Practice

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 2	Lectures 11
Scheme:	UG	Seminars 22
Department:	Media and Communication	Practical Classes & Workshops 14
Credits:	30	Tutorials 3
		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:
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Critical review (1,000 words)	30				
002	Research report (2,000 words)	70				

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

-

MS2016 Media and Communication Research in Practice

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.

MS2017 Television Studies

Academic Year:	2019/0	Student Workload (hours)	
Module Level:	Year 2	Lectures	22
Scheme:	UG	Seminars	11
Department:	Media and Communication	Practical Classes & Workshops	
Credits:	15	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:
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 identify 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)

MS3000 Media and Gender

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 3	Lectures 22
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	Tutorials 1
		Fieldwork
		Project Supervision
		Guided Independent Study 116
		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

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Academic Essay, 2,000 words (Final)	60				
002	Seminar Presentation	15				
003	Reflective Exercise (750 words)	25				

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

Teaching and Learning Methods

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

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 assignment is worth 60% of total mark and should be 2,000 words long

PRESENTATION: Students will select a topic and give one presentation. Students may conduct the presentation on their own or in small groups and will be given 7.5 minutes per person for the presentation. The assignment is worth 15% of total mark.

REFLECTIVE EXERCISE: Students are required to submit a short written reflection about their engagement with at least one topic from the module. The assignment is worth 25% of total mark and should be 750 words.

Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

-

MS3000 Media and Gender

Guided Independent Study: 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

MS3003 Environmental Communication

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 3	Lectures 11
Scheme:	UG	Seminars 22
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	Tutorials 1

Fieldwork	
Project Supervision	
Guided Independent Study	116
Demonstration	
Supervised time in studio/workshop	
Work Based Learning	
Placement	
Year Abroad	
Total Module Hours	150

Period:	Semester 1
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 2700 words (final)	55				
002	Presentation	20				
003	Critical analysis of a piece of public Environmental Communication (1000 words)	25				

Intended Learning Outcomes

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

- analyse and assess the social and political role of the media and public communication about the environment, science and risk
- identify and discuss how journalistic practices, media organisational arrangements, news values, source influence, media formats and cultural images impinge on public communication about the environment
- apply theories of media and communication processes and influence in analysis of diverse forms (news, documentary, advertising, film, popular culture, etc.) of environmental communication

Teaching and Learning Methods

Lectures; seminars; presentations and critical and reflective class and seminar discussion; critical analysis of public communication

Assessment Methods

Essay (2,700 words) - 55%

Presentation - 20%

Critical analysis of a piece of public environment communication (1,000 words) - 25%

Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

-

Guided Independent Study: Indicative Activities

Set core readings; directed reading of overview/review texts; guided analytical approaches

MS3004 Global Cultures

Academic Year: 2019/0 Module Level: Year 3 Scheme: UG Department: Media and Communication Credits: 15	Student Workload (hours) Lectures 22 Seminars 11 Practical Classes & Workshops Tutorials Fieldwork Project Supervision 7 Guided Independent Study 110 Demonstration Supervised time in studio/workshop Work Based Learning Placement Year Abroad Total Module Hours 150
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Period: Semester 1
Occurrence: E
Coordinator:
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Assessed Academic Essay (2000 words)	50				
002	Assessed Written Project (1000 words)	50				

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 interconnectivities, 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

Teaching and Learning Methods

Lectures, seminars, project supervision

Assessment Methods

Assessed Academic Essay (2,000) - 50%

Assessed Written Project (1,000) - 50%

Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

-

Guided Independent Study: Indicative Activities

Tutorials and recommendations for reading and designing projects

MS3005 Music as Communication

Academic Year:	2019/0	Student Workload (hours)	
Module Level:	Year 3	Lectures	11
Scheme:	UG	Seminars	22
Department:	Media and Communication	Practical Classes & Workshops	
Credits:	15	Tutorials	1
		Fieldwork	
		Project Supervision	
		Guided Independent Study	116
		Demonstration	
		Supervised time in studio/workshop	
		Work Based Learning	
		Placement	
		Year Abroad	
		Total Module Hours	150

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

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
003	Portfolio of 2 1,250 word analysis	90				
005	Weekly Discussion Board	10				

Intended Learning Outcomes

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

- 1) analyse music as a critical cultural force in our everyday lives through case studies of specific music concepts;
- 2) analyse the visual, aural and semiotic systems in creating and analysing music from different contexts;
- 3) be able to analyse the complex interrelationship between the production and reception of music as a mode of communication;

Teaching and Learning Methods

Teaching will be in a flexible teaching workshop which includes lecture and seminar components and student led discussion using formative tools such as mini-presentations on key reading (and informal feedback). In addition to this, weekly discussion board activities will be used to ensure ongoing engagement and the ability of the teaching staff to evaluate comprehension and engagement by students beyond the context of the workshop (including some feed-forward processes). This is marked according to participation and not judged qualitatively. Finally, all students will have two timetabled 30 minute tutorials to discuss portfolio development. Portfolio projects will be agreed in conjunction with the module leader but one will address music (and music as communication) theory, one will perform an analysis of how a musical case study emphasises music as communication (e.g. music audience engagement, music and performance, lyrics in music etc...)

Assessment Methods

Portfolio of 2 1,250 word analysis - 90%
 Weekly Discussion Board - 10%

Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

-

Guided Independent Study: Indicative Activities

Students will be expected to spend about 6 hours per week reading, 30 mins per week in Blackboard on the Discussion Board and 3 hours per week preparing their portfolio entries (students recently surveyed calculated they spent 30-40 hours working on 3000 words of work). Of course there is some variation in that according to student tasks and abilities (e.g. reading speeds)

MS3009 Media, Celebrity and Fan Culture

Academic Year:	2019/0	Student Workload (hours)	
Module Level:	Year 3	Lectures	22
Scheme:	UG	Seminars	11
Department:	Media and Communication	Practical Classes & Workshops	5
Credits:	15	Tutorials	2
		Fieldwork	
		Project Supervision	
		Guided Independent Study	110
		Demonstration	
		Supervised time in studio/workshop	
		Work Based Learning	
		Placement	
		Year Abroad	
		Total Module Hours	150

Period: Semester 1
Occurrence: E
Coordinator: Matthew Winston
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
002	Online reflective journal (9 x 350 words)	100				

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.

Teaching and Learning Methods

Lectures, Seminars, Directed Reading, Independent research.

Assessment Methods

Online reflective journal (9 x 350 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;
- Reflective journal advice given in lectures, on Blackboard, and during journal writing workshops;
- Formative written feedback provided on journals in-progress in week 4;
- Opportunities to review formative journal feedback during tutors' office hours.

MS3011 Games and Culture

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 3	Lectures 22
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	Tutorials
		Fieldwork
		Project Supervision 2
		Guided Independent Study 115
		Demonstration
		Supervised time in studio/workshop
		Work Based Learning
		Placement
		Year Abroad
		Total Module Hours 150

Period: Semester 1
Occurrence: E
Coordinator: Alison Harvey
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Blog Post on Game Design (750 words)	20				
002	Blog Post on Industrial Developments (750 words)	20				
004	Research Essay (2000 words, final)	60				

Intended Learning Outcomes

The objectives of this course are for students to be able to:

- Articulate key terms, concepts, and perspectives related to digital games culture, community, and production.
- Identify and interpret timely issues related to the social and cultural context of game design, marketing, play, and modification.
- Analyze and discuss a range of games, online communities, and industrial contexts in order to understand their design, culture, and politics.
- Demonstrate critical skills for the assessment of the social, cultural, and political significance of digital games in everyday life.

Teaching and Learning Methods

Each week will consist of a three hour blended lecture and seminar. The format of each lecture and seminar will vary, and will include small group work, rapid-fire in-class activities, and large group discussion depending on the weekly topic. Students will also receive individual project supervision through email-based feedback sessions. Lastly, students will engage in this module in directed reading and independent study.

Assessment Methods

- Blog Post 1 - Game Design (750 words) - 20%
- Blog Post 2 - Industrial Developments (750 words) - 20%
- Final Research Essay (2,000 words) - 60%

Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

-

MS3011 Games and Culture

Guided Independent Study: Indicative Activities

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

- Set readings supported with activities and discussion questions in seminars;
- Students are encouraged to carry out further recommended reading;
- Blog post advice given in lectures, on Blackboard, and during supervision;
- Opportunities to discuss blog posts and essay ideas and plans during tutors' office hours;
- Written feedback with reflective comments provided on return of assignments;
- Opportunities to review formative blog feedback during tutors' office hours.

MS3013 Media and the Body

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 3	Lectures 22
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	Tutorials 2
		Fieldwork
		Project Supervision 3
		Guided Independent Study 112
		Demonstration
		Supervised time in studio/workshop
		Work Based Learning
		Placement
		Year Abroad
		Total Module Hours 150

Period: Semester 1
Occurrence: E
Coordinator:
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Small Group Presentation (Re-assessment: individual reflection)	40				
002	Reflection and Presentation Summary (Re-assessment: reflection and presentation summary)	10				
003	Essay (2000 words) (re-assessment: essay)	50				

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

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 group work task.

Assessment Methods

Small Group Presentation - 40%

Reflection and Presentation Summary - 10%

Essay (2000 words) - 50%

Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

-

MS3013 Media and the Body

Guided Independent Study: 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

MS3014 The Media on Film

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 3	Lectures 11
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops 22
Credits:	15	Tutorials 1
		Fieldwork
		Project Supervision
		Guided Independent Study 105
		Demonstration
		Supervised time in studio/workshop
		Work Based Learning
		Placement
		Year Abroad
		Total Module Hours 150

Period: Semester 1
Occurrence: E
Coordinator: Anna Claydon
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
227	2,500 word essay	90				
228	Weekly Discussion Board	10				

Intended Learning Outcomes

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

- 1) demonstrate a critically engaged knowledge of the various forms of self-reflexivity and intertextuality that are evident in films about films and other media
- 2) critically engage with writers upon cinema and its relationships with other media
- 3) analyse films in terms of their culture, social and aesthetic significance

Teaching and Learning Methods

Teaching will be in a flexible teaching workshop which includes lecture and seminar components and student led discussion using formative tools such as mini-presentations on key reading (and informal feedback). Screenings will also be used weekly and learning supported through the provision of screening questions to ground reflection. In addition to this, weekly discussion board activities will be used to ensure ongoing engagement and the ability of the teaching staff to evaluate comprehension and engagement by students beyond the context of the workshop (including some feed-forward processes). This is marked according to participation and not judged qualitatively. Finally, all students will have two timetabled 30 minute tutorials to discuss essay development. Essays projects will be agreed in conjunction with the module leader but one will address self-reflexivity and film and another intertextuality and film, ensuring engagement with theory and criticism as well as indepth analysis of films.

ALTERNATIVE RESUBMISSION: Should a student not complete all of the weekly discussions by the end of the module teaching, then resubmission should be in the form of a portfolio of the missing entries. A student with a learning disability may also submit this in audio file format.

Assessment Methods

2,500 word essay - 90%
 Weekly Discussion board - 10%

Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

-

MS3014 The Media on Film

Guided Independent Study: Indicative Activities

Students will be expected to spend about 5 hours per week reading, 30 mins per week in Blackboard on the Discussion Board and 3 hours per week preparing essays (students recently surveyed calculated they spent 30-40 hours working on a single assignment). Of course there is some variation in that according to student tasks and abilities (e.g. reading speeds)

MS3019 Advertising and Consumer Culture

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 3	Lectures 22
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	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:
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.

MS3022 Activism and Protest in the Information Age

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 3	Lectures 11
Scheme:	UG	Seminars 11
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	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

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Essay (2,000 words)	60				
002	Individual Report (1,000 words)	40				

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

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.

MS3024 Reporting Panics

Academic Year:	2019/0	Student Workload (hours)
Module Level:	Year 3	Lectures 11
Scheme:	UG	Seminars 22
Department:	Media and Communication	Practical Classes & Workshops
Credits:	15	Tutorials 1
		Fieldwork
		Project Supervision
		Guided Independent Study 116
		Demonstration
		Supervised time in studio/workshop
		Work Based Learning
		Placement
		Year Abroad
		Total Module Hours 150

Period: Semester 1
Occurrence: E
Coordinator: Julian Matthews
Mark Scheme: UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Written Appraisal (1,500 words)	30				
002	Essay (2,500 words, final)	70				

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

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 appropriate;
- Class and group debate of media related issues and examples

Assessment Methods

1,500 written appraisal - 30%

2,500 word essay - 70%

Pre-Requisites

-

Co-Requisites

-

Excluded Combinations

-

MS3024 Reporting Panics

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

MS3025 Online Journalism: Theory and Practice

Academic Year:	2019/0	Student Workload (hours)	
Module Level:	Year 3	Lectures	8
Scheme:	UG	Seminars	16
Department:	Media and Communication	Practical Classes & Workshops	
Credits:	15	Tutorials	1
		Fieldwork	
		Project Supervision	
		Guided Independent Study	116
		Demonstration	
		Supervised time in studio/workshop	9
		Work Based Learning	
		Placement	
		Year Abroad	
		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	Group online journalism project (Re-assessment: individual reflection)	40				
002	Group presentation (10 minutes) (Re-assessment: individual reflection)	10				
003	Portfolio Part 1: Online Journalism Essay (1500 words) (Re-assessment: essay)	25				
004	Portfolio Part 2: Reflective commentary on group project and the marketing strategy (1500 words) (Re-assess: commentary)	25				

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

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Co-Requisites

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Excluded Combinations

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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