The following module specifications reflect the most current planning for module delivery in the 2021/22 academic year. In planning for module delivery in 2021/22 the University will continue to respond to the UK government’s projected road map, and also to any further relevant national developments and public health requirements relating to the coronavirus pandemic. The University will continue to develop our approach to delivery and assessment in 2021/22 and these specifications may be subject to change in the event of updating national guidance or public health requirements. The specifications will be updated as soon as practically possible to reflect changes as they arise.
Module Specification

MS1001  Introduction to Media and Communication

Academic Year: 2021/2
Module Level: Year 1
Scheme: UG
Department: Media and Communication
Credits: 30

### Student Workload (hours)

<table>
<thead>
<tr>
<th>Type of Time</th>
<th>Hours</th>
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<tr>
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| Period: | Semester 1 |
| Occurrence: | E |
| Coordinator: | Jilly Kay |
| Mark Scheme: | UG Module Mark Scheme |

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<th>Exam Hours</th>
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| Period: | Semester 1 |
| Occurrence: | E1 |
| Coordinator: | Jilly Kay |
| Mark Scheme: | UG Module Mark Scheme |

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### 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.

### Assessment Methods

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

### Pre-Requisites

- 

### Co-Requisites

- 

### Excluded Combinations

- 

Last Published: 18 February 2022
Module Specification

MS1001  Introduction to Media and Communication

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: 2021/2
Module Level: Year 1
Scheme: UG
Department: Media and Communication
Credits: 30

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

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<th>Ass't Group</th>
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<td>003</td>
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</table>

Intended Learning Outcomes

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

a) describe the contemporary field of mass media and communication research in terms of the topics covered via written communication and oral communication
b) distinguish between the contrasting academic approaches to studying the media in contemporary research and be aware of their strengths and weaknesses via written communication and oral communication
c) be aware and assess the strengths and weaknesses of different methodological approaches to studying contemporary media via written communication and oral communication
d) demonstrate team working

Teaching and Learning Methods

The module will follow a lecture-seminar format that entails weekly preparation, in which participants must critically assess, discuss, and comment on assigned readings. Following each lecture, the seminars will introduce the main objects, concepts discussed in the assigned readings before general and critical discussion of these concepts presented in these readings. 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.

Assessment Methods

Case Study (2000 words)
Exam (final)
E1 occ has Essay (2000 words) replacing Exam

Pre-Requisites

Co-Requisites

Excluded Combinations

Student Workload (hours)

<table>
<thead>
<tr>
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<td>Total Module Hours</td>
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Last Published: 18 February 2022
Guided Independent Study: Indicative Activities

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

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

MS1003  Global Media

Academic Year: 2021/2
Module Level: Year 1
Scheme: UG
Department: Media and Communication
Credits: 15

Period: Semester 2
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
001 Essay 1 (1500 words) 50               
004 Essay 2 (1500 words) (Final) 50               

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
2x 1500 words assessed essay

Pre-Requisites

Co-Requisites

Excluded Combinations

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.

Student Workload (hours)

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Last Published: 18 February 2022
Module Specification

MS1006  Digital Storytelling

Academic Year: 2021/2
Module Level: Year 1
Scheme: UG
Department: Media and Communication
Credits: 15

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

Student Workload (hours)

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<th>Ass't Group</th>
<th>Alt Reass't</th>
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<tr>
<td>001</td>
<td>Individual Essay (1000-1500 words) (Final)</td>
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<td>002</td>
<td>Digital Artefact (re-assessment: individual reflection)</td>
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</table>

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

Co-Requisites

Excluded Combinations

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.

Last Published: 18 February 2022
Module Specification

MS1010  Creative Audiences

Academic Year: 2021/2
Module Level: Year 1
Scheme: UG
Department: Media and Communication
Credits: 15

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

Student Workload (hours)

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<td>Total Module Hours</td>
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</table>

Intended Learning Outcomes

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

Teaching and Learning Methods

Lectures, seminars, independent study.

Assessment Methods

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

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

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

**Academic Year:** 2021/2
**Module Level:** Year 1
**Scheme:** UG
**Department:** Media and Communication
**Credits:** 15

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

**Module Specification**

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**Student Workload (hours)**

- Synchronous Lectures: 11
- Synchronous Small Group Teaching: 11
- Synchronous Practical Classes/Workshops/Professional Placements: 11
- Asynchronous Lectures/Presentations
- Asynchronous Other

**Guided Independent Study:** 117

**Total Module Hours:** 150

**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**

**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;
- 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;

**Last Published:** 18 February 2022
Module Specification

MS2000  The Production of News

Academic Year: 2021/2  
Module Level: Year 2  
Scheme: UG  
Department: Media and Communication  
Credits: 15

Period: Semester 1  
Occurence: E  
Coordinator: Tor Clark  
Mark Scheme: UG Module Mark Scheme

Student Workload (hours)

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<tr>
<td>Total Module Hours</td>
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Guided Independent Study: Indicative Activities

Tutorials and recommendations for reading and designing projects.
## Module Specification

### MS2001  Political Communication

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<thead>
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#### Student Workload (hours)

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#### Period:
- Semester 1

#### Occurence:
- E

#### Coordinator:
- Vincent Campbell

#### Mark Scheme:
- UG Module Mark Scheme

### 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

#### 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

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**Student Workload (hours)**

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**Period:** Semester 2

**Occurrence:** E

**Coordinator:** Idil Osman

**Mark Scheme:** UG Module Mark Scheme

### 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 Individual presentation.

### 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.

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Last Published: 18 February 2022
Module Specification

MS2006  Identity and Popular Culture

Academic Year: 2021/2
Module Level: Year 2
Scheme: UG
Department: Media and Communication
Credits: 15

Period: Semester 1
Occurence: E
Coordinator: Matthew Winston

Mark Scheme: UG Module Mark Scheme

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass't Group</th>
<th>Alt Reass't</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Reflective Assignment (400 words)</td>
<td>25</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>002</td>
<td>Written Contribution (300 words)</td>
<td>15</td>
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</tr>
<tr>
<td>003</td>
<td>Essay (2000 words)</td>
<td>60</td>
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</table>

Student Workload (hours)

Synchronous Lectures: 11
Synchronous Small Group Teaching: 11
Synchronous Practical Classes/Workshops/Professional Placements: 22
Synchronous Other: 11
Asynchronous Lectures/Presentations: 22
Asynchronous Other: 11
Guided Independent Study: 106
Total Module Hours: 150

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 Written Contribution.

Assessment Methods

Reflective Assignment (400 words)
Written Contribution (300 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
Module Specification

**Module:** Digital Media and Everyday Life

**Academic Year:** 2021/2

**Module Level:** Year 2

**Scheme:** UG

**Department:** Media and Communication

**Credits:** 30

---

**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, 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**

Final essay (2500 words)
Report & Group Presentation (group work)

**Pre-Requisites**

**Co-Requisites**

**Excluded Combinations**

- **Guided Independent Study: Indicative Activities**
  Preparation for the presentation, independent reading and research to produce an article review and an essay.
MS2010  Journalism Studies

Academic Year: 2021/2
Module Level: Year 2
Scheme: UG
Department: Media and Communication
Credits: 15

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass't Group</th>
<th>Alt Reass't</th>
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<tbody>
<tr>
<td>001</td>
<td>1000 word article review</td>
<td>30</td>
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<tr>
<td>002</td>
<td>1500 word essay</td>
<td>70</td>
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</tbody>
</table>

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

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

Student Workload (hours)

<table>
<thead>
<tr>
<th></th>
<th>Synchronous Lectures</th>
<th>Synchronous Small Group Teaching</th>
<th>Synchronous Practical Classes/Workshops/Professional Placements</th>
<th>Synchronous Other</th>
<th>Asynchronous Lectures/Presentations</th>
<th>Asynchronous Other</th>
<th>Guided Independent Study</th>
<th>Total Module Hours</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>10</td>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>119</td>
<td>150</td>
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</table>

Last Published: 18 February 2022
Module Specification

MS2011 Digital Media and Everyday Life

Academic Year: 2021/2
Module Level: Year 2
Scheme: UG
Department: Media and Communication
Credits: 15

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

Student Workload (hours)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synchronous Lectures</td>
<td>22</td>
</tr>
<tr>
<td>Synchronous Small Group Teaching</td>
<td>11</td>
</tr>
<tr>
<td>Synchronous Practical Classes/Workshops/Professional Placements</td>
<td>12</td>
</tr>
<tr>
<td>Synchronous Other</td>
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<tr>
<td>Asynchronous Lectures/Presentations</td>
<td></td>
</tr>
<tr>
<td>Asynchronous Other</td>
<td></td>
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<tr>
<td>Guided Independent Study</td>
<td>105</td>
</tr>
<tr>
<td>Total Module Hours</td>
<td>150</td>
</tr>
</tbody>
</table>

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

- 

Pre-Requisites

- 

Co-Requisites

- 

Excluded Combinations

- 

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.
## Module Specification

### MS2012  Global Film Culture

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass't Group</th>
<th>Alt Reass't</th>
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<tbody>
<tr>
<td>002</td>
<td>Critical Approach Discussion (1000 words)</td>
<td>35</td>
<td></td>
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<tr>
<td>003</td>
<td>Film Culture Context Discussion (1000 Words)</td>
<td>35</td>
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<tr>
<td>004</td>
<td>Film Scene Analysis (1000 words) (Final)</td>
<td>30</td>
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</tbody>
</table>

### 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

### Excluded Combinations

- 

### 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)

Last Published: 18 February 2022
Module Specification

MS2016  Media and Communication Research in Practice

Academic Year: 2021/2  
Module Level: Year 2  
Scheme: UG  
Department: Media and Communication  
Credits: 30

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass’t Group</th>
<th>Alt Reass’t</th>
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<tbody>
<tr>
<td>001</td>
<td>Critical review (1,000 words)</td>
<td>30</td>
<td>0</td>
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<td></td>
</tr>
<tr>
<td>002</td>
<td>Research report (2,000 words)</td>
<td>70</td>
<td>0</td>
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</tbody>
</table>

Intended Learning Outcomes

On successful completion of the module, students should be able to:
- Discuss and differentiate between a range of common research methods used in media and communication studies.
- Demonstrate the ability to design and evaluate a media and communication research project.
- Demonstrate an awareness of the strengths and weaknesses of different approaches for analysing sources, texts or data.
- Assess the methodological strengths and limitations of a piece of media and communication research.

Teaching and Learning Methods

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

Assessment Methods

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

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

Guided activities will include:
- Set reading supported with activities and discussion questions in seminars;
- Students are encouraged to carry out further recommended reading;
- Written feedback with reflective comments provided on return of critical review;
- Opportunities 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.

Last Published: 18 February 2022
Module Specifcation

Academic Year: 2021/2
Module Level: Year 2
Scheme: UG
Department: Media and Communication
Credits: 15

Period: Semester 2
Occurence: E
Coordinator: Jilly Kay

Mark Scheme: UG Module Mark Scheme

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass't Group</th>
<th>Alt Reass't</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Reflective Viewing Portfolio (700 words)</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>002</td>
<td>Essay (2000 words)</td>
<td>70</td>
<td></td>
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</tr>
</tbody>
</table>

Student Workload (hours)

- Synchronous Lectures: 22
- Synchronous Small Group Teaching: 11
- Synchronous Practical Classes/Workshops/Professional Placements: 7
- Asynchronous Lectures/Presentations: 3
- Asynchronous Other: 117
- Total Module Hours: 150

Intended Learning Outcomes

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

Teaching and Learning Methods

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

Assessment Methods

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

Pre-Requisites

Co-Requisites

Excluded Combinations

Guided Independent Study: Indicative Activities

--Critical reading (in preparation for class and to provide context for concepts discussed)
- Critical Viewing (including critical reflective individual viewing)
## Module Specification

### MS3000  Media and Gender

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass't Group</th>
<th>Alt Reass't</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Academic Essay, 2,500 words (Final)</td>
<td>60</td>
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<td></td>
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<tr>
<td>002</td>
<td>Seminar Presentation</td>
<td>15</td>
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<tr>
<td>003</td>
<td>Reflective Exercise (750 words)</td>
<td>25</td>
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</tbody>
</table>

### 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 2,500 words.**

**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

- 

### 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 presentations, 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 Specification

**MS3004  Global Cultures**

**Academic Year:** 2021/2
**Module Level:** Year 3
**Scheme:** UG
**Department:** Media and Communication
**Credits:** 15

**Period:** Semester 1
**Occurrence:** E
**Coordinator:** Maria Touri
**Mark Scheme:** UG Module Mark Scheme

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### Student Workload (hours)

<table>
<thead>
<tr>
<th>Activity Type</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synchronous Lectures</td>
<td>22</td>
</tr>
<tr>
<td>Synchronous Small Group Teaching</td>
<td>11</td>
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<tr>
<td>Synchronous Practical Classes/ Workshops/Professional Placements</td>
<td></td>
</tr>
<tr>
<td>Synchronous Other</td>
<td></td>
</tr>
<tr>
<td>Asynchronous Lectures/Presentations</td>
<td></td>
</tr>
<tr>
<td>Asynchronous Other</td>
<td></td>
</tr>
<tr>
<td>Guided Independent Study</td>
<td>117</td>
</tr>
<tr>
<td><strong>Total Module Hours</strong></td>
<td><strong>150</strong></td>
</tr>
</tbody>
</table>

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### 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 interconnections, 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

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### Teaching and Learning Methods

Lectures, seminars, project supervision

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### Assessment Methods

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

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### Pre-Requisites

- 

### Co-Requisites

- 

### Excluded Combinations

- 

### Guided Independent Study: Indicative Activities

Tutorials and recommendations for reading and designing projects

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Last Published: 18 February 2022
Module Specification

MS3009 The Media, Celebrity and Fan Culture

<table>
<thead>
<tr>
<th>Academic Year:</th>
<th>2021/2</th>
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<tbody>
<tr>
<td>Module Level:</td>
<td>Year 3</td>
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<td>Scheme:</td>
<td>UG</td>
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<tr>
<td>Department:</td>
<td>Media and Communication</td>
</tr>
<tr>
<td>Credits:</td>
<td>15</td>
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</table>

**Student Workload (hours)**

- **Synchronous Lectures**: 20
- **Synchronous Small Group Teaching**: 11
- **Synchronous Practical Classes/Workshops/Professional Placements**: 2
- **Synchronous Other**: 2
- **Asynchronous Lectures/Presentations**: 5
- **Asynchronous Other**: 110
- **Guided Independent Study**: 110
- **Total Module Hours**: 150

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass’t Group</th>
<th>Alt Reass’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>002</td>
<td>Online reflective journal (9 x 350 words)</td>
<td>100</td>
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</tbody>
</table>

**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.

Last Published: 18 February 2022
Module Specification

MS3013 Media and the Body

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass't Group</th>
<th>Alt Reass't</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Individual Presentation (Re-assessment: individual reflection)</td>
<td>40</td>
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</tr>
<tr>
<td>002</td>
<td>Reflection and Presentation Summary (Re-assessment: reflection and presentation summary)</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>003</td>
<td>Essay (2000 words) (re-assessment: essay)</td>
<td>50</td>
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</table>

**Student Workload (hours)**

- Synchronous Lectures
- Synchronous Small Group Teaching: 12
- Synchronous Practical Classes/Workshops/Professional Placements
- Synchronous Other
- Asynchronous Lectures/Presentations: 22
- Asynchronous Other: 11
- Guided Independent Study: 105
- Total Module Hours: 150

**Period:** Semester 1

**Occurrence:** E

**Coordinator:** Joanne Whitehouse-Hart

**Mark Scheme:** UG Module Mark Scheme

**Academic Year:** 2021/2

**Module Level:** Year 3

**Scheme:** UG

**Department:** Media and Communication

**Credits:** 15

**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 is provided in the case of a student's failure in the Individual Presentation.

**Assessment Methods**

- Individual Presentation - 40%
- Reflection and Presentation Summary - 10%
- Essay (2000 words) - 50%

**Pre-Requisites**

**Co-Requisites**

**Excluded Combinations**

- **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

Last Published: 18 February 2022
Module Specification

MS3019 Advertising and Consumer Culture

Academic Year: 2021/2
Module Level: Year 3
Scheme: UG
Department: Media and Communication
Credits: 15

Period: Semester 2
Occurrence: E
Coordinator: Christian Morgner
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      |           |            |             |             |

Student Workload (hours)

<table>
<thead>
<tr>
<th>Synchronous Lectures</th>
<th>22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Synchronous Small Group Teaching</td>
<td>11</td>
</tr>
<tr>
<td>Synchronous Practical Classes/Workshops/Professional Placements</td>
<td></td>
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<tr>
<td>Synchronous Other</td>
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<td>Asynchronous Lectures/Presentations</td>
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<tr>
<td>Asynchronous Other</td>
<td></td>
</tr>
<tr>
<td>Guided Independent Study</td>
<td>117</td>
</tr>
<tr>
<td>Total Module Hours</td>
<td>150</td>
</tr>
</tbody>
</table>

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.

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Last Published: 18 February 2022
Module Specification

**Module Specification**

**Academic Year:** 2021/2
**Module Level:** Year 3
**Scheme:** UG
**Department:** Media and Communication
**Credits:** 15

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass't Group</th>
<th>Alt Reass't</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Written Appraisal (1,500 words)</td>
<td>30</td>
<td>30</td>
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<tr>
<td>002</td>
<td>Essay (2,500 words, final)</td>
<td>70</td>
<td>70</td>
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</tbody>
</table>

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

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### 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, panic 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

-  

### 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

---

**Student Workload (hours)**

<table>
<thead>
<tr>
<th>Synchronous Lectures</th>
<th>22</th>
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<tbody>
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<td>Synchronous Small Group Teaching</td>
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<tr>
<td><strong>Total Module Hours</strong></td>
<td><strong>150</strong></td>
</tr>
</tbody>
</table>

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**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

---

**Last Published:** 18 February 2022
Module Specification

MS3025  Online Journalism: Theory and Practice

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
<th>Weight %</th>
<th>Qual Mark</th>
<th>Exam Hours</th>
<th>Ass't Group</th>
<th>Alt Reass't</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Group online journalism project (Re-assessment: individual reflection)</td>
<td>50</td>
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<tr>
<td>003</td>
<td>Portfolio Part 1: Online Journalism Essay (1500 words) (Re-assessment: essay)</td>
<td>25</td>
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<tr>
<td>004</td>
<td>Portfolio Part 2: Reflective commentary on group project and the marketing strategy (1500 words) (Re-assess: commentary)</td>
<td>25</td>
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</table>

**Student Workload (hours)**

<table>
<thead>
<tr>
<th>Synchronous Lectures</th>
<th>3</th>
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<tbody>
<tr>
<td>Synchronous Small Group Teaching</td>
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<td>Total Module Hours</td>
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</tbody>
</table>

**Intended Learning Outcomes**

On completion of this module, students will:
- Demonstrate an understanding of some aspects of the theory and the practice of online journalism
- Produce journalistic content, in one or more formats
- Individually 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).

**Assessment Methods**

Group online journalism project (700 words) - 50%
Portfolio Part 1: Online Journalism Essay (1500 words) - 25%
Portfolio Part 2: Reflective commentary on group project and the marketing strategy (1500 words) - 25%

**Pre-Requisites**

**Co-Requisites**

**Excluded Combinations**

- **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

Academic Year: 2021/2
Module Level: Year 3
Scheme: UG
Department: Media and Communication
Credits: 15

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

Last Published: 18 February 2022
Module Specification

MS3041 Media, Rights and Responsibilities

<table>
<thead>
<tr>
<th>No.</th>
<th>Assessment Description</th>
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<th>Exam Hours</th>
<th>Ass’t Group</th>
<th>Alt Reass’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Reflective Essay (3000 words)</td>
<td>100</td>
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</tbody>
</table>

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.

Teaching and Learning Methods
Lectures, seminars, field visit, directed reading, computer-aided learning

Assessment Methods
Essay, seminars, workshops

Pre-Requisites
-

Co-Requisites
-

Excluded Combinations
-

Guided Independent Study: Indicative Activities
- Reading, seminar preparation, observation, problem solving, research, planning

Student Workload (hours)
- Synchronous Lectures: 6
- Synchronous Small Group Teaching: 10
- Synchronous Practical Classes/Workshops/Professional Placements: 2
- Asynchronous Lectures/Presentations: 2
- Asynchronous Other: 12
- Guided Independent Study: 130
- Total Module Hours: 150

Academic Year: 2021/2
Module Level: Year 3
Scheme: UG
Department: Media and Communication
Credits: 15
Period: Semester 1
Occurrence: E
Coordinator: Lieve Gies
Mark Scheme: UG Module Mark Scheme

Last Published: 18 February 2022