

Module Title:	New Media Ethics
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	4 programme(s)
Teaching & Learning Strategies:	The learning outcomes will be achieved through the following teaching methodologies: Lectures – Communication of knowledge and ideas from the lecture to the student. Problem Solving Exercises – students will analyse relevant issues in the new media. Class discussion and debates - students will be encouraged to actively participate in the class debates which will develop their analytical skills. E-Learning – Use of VLE (Blackboard) will be used Self-directed learning – Independent reading and research will be encouraged through the use of the Institute's Learning Resource Centre.
Module Aim:	Module provides a critical examination of new media technologies and applications, social media, data, surveillance and privacy.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Critically analyse the sociological impact of new media technologies and Web 2.0
LO2	Examines the position of media audiences in relation to new and old media
LO3	Written, analytical and critical thinking skills for humanities research
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
History of Media Audiences Mass Audiences, Television Audiences, Active/Passive Audiences, Adorno and Horkheimer, Uses and Gratifications, Stuart Hall, Audience Reception, Encoding and Decoding, Texts and Contexts
New Media Audiences Audience Labour (Dallas W. Smythe), Surveillance, Privacy, Participatory democracy, Data Collection, GDPR
New Media Technologies Technological Determinism (McLuhan), Smart technologies, Virtual Reality, User Generated Content; producers
Greening New Media Environmental impact of new media technologies and use

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	n/a	1,2,3	100.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Estimated Learner Hours	15 Weeks per Stage	5.93
Total Hours		125.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	1.50
Independent Learning	15 Weeks per Stage	7.13
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	5	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	5	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	5	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	7	Elective