

Module Title:	Multimodal Writing
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	The learning outcomes will be achieved through the following teaching methodologies: Lectures – Communication of knowledge and ideas from lecturer to student. Problem Solving – Students will participate in individual and group activities to apply knowledge and theory to experiences of the media. Class Discussion – Students will be actively encouraged to participate in debates and discussions E- Learning – VLE (Blackboard) will be used. Practice Based Learning – practice allows students to combine creativity and learning - projects and assessments will incorporate media practice
Module Aim:	In an increasingly fast-paced visual culture, this module aims to develop students' knowledge and application of the visual literacies that underpin modern communication. The module examines existing architectures of meaning making through theoretical frameworks such as semiotics and discourse analysis. Students will develop tools to interpret the media artefacts of global communications systems in the new media age.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Ability to critically analyse media texts
LO2	Develop knowledge of key theoretical approaches to media analysis
LO3	Plan and complete multimodal media projects
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
Semiotics Semiotic theory - semiotic practice
Visual culture theory and research Content and textual analysis - reading media texts - gaze
Discourse Analysis - Written words Plain English - audience - purpose - information - intended meanings - negotiated readings
Image and text Tone - emojis - gesture - localisation - platform awareness - transnational cultures
Social media communications Memes - global signs - limits of social media communications - visual audiences

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Written Report	Written project that applies interpretative media analysis and theoretical knowledge to visual culture	1,2,3	80.00	n/a
Presentation	n/a	1,2,3	20.00	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	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	4	Mandatory