

Module Title:	Introduction to Media Studies 2
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	The learning outcomes detailed above 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. Studio Based Learning – Media Studios will be used to train students in radio/television performance and scripting
Module Aim:	The aim of this module is to provide students with a comprehensive introduction to Media Studies. Students will receive training in studio-based performance. The student's oral and written communications skills will be developed.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Describe key theories in Media Studies
LO2	Perform TV/Radio Presentations
LO3	Develop written, analytical and critical thinking skills
LO4	Critically evaluate media representation and news gathering

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

Representation

Examining gender and race in media and popular culture

Audience

Introduction to Media Audiences, key theories and approaches to media audiences, new media and old media, new media audiences

Studio Practice

Introduction to TV/Radio Presentation, role of the voice, scripting.

Media and Authenticity

Nature of truth-telling in media, photography and authenticity, documentary genre, news media, news worthiness, citizen journalism and new media

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Media performance and storytelling	2,3	40.00	n/a
Project	Analysis of Media Text	1,3,4	60.00	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	2.00
Practicals	Every Week	1.00
Estimated Learner Hours	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	2	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	2	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	2	Mandatory