

Module Title:	Media Culture
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	The module will be driven by a combination of lectures, tutorials, screenings, demonstrations and directed research.
Module Aim:	To provide students with an appreciation of the extent to which media influences so much of our society, culture and daily lives. To enable them to analyse and criticise pivotal theories in the field and in doing so, consider their continuing relevance.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate an understanding of various academic theories within media culture and analyse their relevance in today's society.
LO2	Show an ability to relate traditional academic theory with modern circumstances while drawing from a varied range of research sources.
LO3	Research cultural shifts in relation to a specific social issue(s) and use an array of research sources to carry out analysis.
LO4	Understand the influence of media on how we ascertain information, form opinions and communicate our views.
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

Traditional theories and modern applications.

Media Landscape

Changing nature of media and its role in society. Effects of changing technology on our media distribution and consumption.

Narratives in the media

The creation of narratives in popular media. The use of language and images - the creation of binaries within issues, characters and stories.

Feminisms and representation of gender

General overview and relevance in modern society. The evolution of the representation of women and minority cultures on screen.

Mass Communication Theories

Agenda setting theory. Cultivation theory. Changes in news distribution and consumption.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Presentation	This assignment will assess the student's ability to examine academic theories and analyse their relevance in modern society. The assignment may be submitted live or take the form of a pre-recorded video presentation.	1,2	50.00	Week 5
Other	Students will be required to submit a written piece, outlining their range of research undertaken. They should communicate their educated opinion on a topic relevant to the module.	3,4	50.00	Sem 1 End

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	1.00
Assignment	Twice per semester	1.60
Total Hours		16.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_EETVM_B	Bachelor of Science (Honours) in TV and Media Production	7	Mandatory