

Module Title:	Media Skills
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	A combination of lectures and tutorials will be used. Particular emphasis will be placed on active learning. Students may complete written assignments, video productions and/or presentations as part of the module.
Module Aim:	The aim of this module is to encourage students to communicate their ideas and research clearly and competently. The content will center around the structure of the Irish media industry and emerging technologies that may drive change.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Show an understanding of the Irish media landscape and its key organisations.
LO2	Students should exhibit strong communication skills.
LO3	Future Technology - Be cogniscent of the emerging technologies that may change how we work and function in media and society.
LO4	Work within a group to research and present information on a relevant topic.
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

New and Emerging Technologies in the media landscape.

Advances in new technology to include softwares, applications and / or equipment. The influence of new and emerging technologies on the media industry and landscape.

Assessment Breakdown

Continuous Assessment

%

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Presentation	Students will work in groups or individually to present topics such as emerging technologies that will shape the future.	1,2	50.00	Week 6
Other	Students may be asked to produce a video, screencast or online presentation, using visual tools to aid in making their points.	3,4	50.00	Week 11

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
Total Hours		3.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_EETVM_B	Bachelor of Science (Honours) in TV and Media Production	2	Mandatory
CW_EETVM_D	Bachelor of Science in TV and Media Production	2	Mandatory