

Module Title:	Media & Society
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	2 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 work in groups to analyse case studies and relevant issues in the 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:	This module focuses on mediatization as an explanatory framework for social and cultural change.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Explain core theories and concepts of sociological approaches to Media Studies
LO2	Written, analytical and critical thinking skills for humanities research
LO3	Analyse media texts, popular culture and society
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
Critical race studies Whiteness and privilege, orientalism, post-race, race and new media environments
Media and Ideology Gramsci and dominant ideology, public sphere, freedom of speech, media impartiality and objectivity, cancel culture
Gender and Media History of gender representation, 4th wave feminism, celebrity feminism, gender and sexuality
Political Economy of the Media Post-truth politics, fake news, misinformation, clickbait, fact-checking and social media

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	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	Every Week	3.00
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	8	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	8	Mandatory