

Module Title:	Media Culture
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	No Programmes
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 of which media influences so much of our society's culture and our daily lives. To enable them to analyse and criticise key theories and concepts of those who have worked to understand the role of mass media in influencing our individual decisions and our wider societal values. To provide students with skills and practice in academic research and writing.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Exhibit an ability to read and analyse media texts.
LO2	Demonstrate an understanding of various academic theories within media culture and analyse their relevance in modern society.
LO3	Identify, research and analyse various representations and narratives exhibited in media texts.
LO4	Demonstrate an ability to research and write academically, incorporating Harvard referencing, with a view to future academic study at masters level.
LO5	Understand the influence of mass media on how we live, on an individual and societal level.
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 History of and modern application.
Feminism General overview and relevance in modern society.
Gender The role of gender in film and television texts.
Representation Men / Women / Cultures / Races / Classes.
Narratology The importance of narrative theme and structure in shaping our perception of stories.
Mass Media Culture The dominant role of mass media in every day life across various genres of media.
Celebrity Culture The celebration, denigration and ever evolving role of celebrity figures in our society.
Psychoanalysis Investigating the significance of psychology on marketing and media from Freud onwards.
Hegemony The unspoken influence of mass media and the public relations industry on societal culture.
Media Landscape Changing nature of media and its role in society. Effects of changing technology on our media distribution and consumption.
News & Current Affairs Agenda setting, changes in news consumption and distribution. Analysis of reporting-style, and various news mediums.

Assessment Breakdown	%
Continuous Assessment	60.00%
End of Module Formal Examination	40.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	On receipt of a specific brief, written assignments and/or presentations will be carried out, examining media culture and theories. Students may be asked to analyse continuing changes in media distribution and consumption, and the result of these changes on cultures and societies. Students will be expected to carry out academic research and conform to Harvard-style referencing.	1,2,4,5	40.00	n/a
Case Studies	Apply theories of media culture, narrative and/or representations to modern media texts. Students will be expected to carry out academic research and utilise Harvard-style referencing throughout.	1,2,3,4,5	20.00	n/a

No Project

No Practical

End of Module Formal Examination				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Students may be examined on any areas studied throughout the course of the academic year as part of this module.	1,2,3,5	40.00	End-of-Semester

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
Independent Learning Time	Every Week	1.00
Assignment	Twice per semester	1.60
Total Hours		15.00

