Module Title:	Media and Communications
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	[2 programme(s)](#)

Teaching & Learning Strategies:	Blended and E-Learning /Lectures /Class discussion/ screenings, class based learning research activities. Blended learning strategies will entail the use of electronic platforms such as Blackboard to provide on- line learning materials and interactive question and answer sessions. Lectures will outline key issues, using case studies, audio visual and interactive methods as appropriate. Class discussions will encourage students to further develop their communication skills. Student presentations will allow students to clarify in detail a topic that is both student and tutor selected. Finally in support of discussion students will be encouraged to reflect on set viewings/ readings for each class.

Module Aim:	This module supports learners to develop an understanding of media and communication studies by exploring the world of the graphic novel, comics, anime, animation and gaming. Learners will examine how the stories we tell about ourselves are translated and change through different media platforms. The module examines how fantasy operates to explore and imagine new worlds or negotiate different options to existing conflicts in the world. Class based enquiry will examine the relationship between the visual, both image and text and its relationship to sound and movement through a number of media platforms. Using case studies from the graphic novel and animation the module explores how history and memoir operate in these genres.

Learning Outcomes
On successful completion of this module the learner should be able to:

LO1	Identify a number of significant graphic novels, animations and describe theories of the Hero/ Anti hero from folk tale to animation to gaming.
LO2	Apply theories of the graphic novel, animation, gaming to specific works and compare and contrast the transition from graphic novel /image to animation and gaming. Evaluate and critique a range of works with confidence.
LO3	Produce a well developed and well written discussion on an area covered in this module of specific interest to the learner.

Pre-requisite learning

Module Recommendations
This is prior learning (or a practical skill) that is recommended before enrolment in this module.
No recommendations listed

Incompatible Modules
These are modules which have learning outcomes that are too similar to the learning outcomes of this module.
No incompatible modules listed

Co-requisite Modules
No Co-requisite modules listed

Requirements
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.
No requirements listed

Module Content & Assessment

Indicative Content
Topics covered Cultural theories of fantasy- History and Culture of Japanese Manga and Anime- What does philosophy have to say about gaming? Myths/folktales in manga & Anime-Graphic novels as memoir- Drawing history- How the graphic novel and animation is employed as a generic form to tell history.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Multiple Choice Questions	Weekly Quiz	1	10.00	n/a
Reflective Journal	Weekly contribution on response to lecture and/or independent learning	1,2	30.00	n/a
Essay	Essay will be based on a specific area the learner wants to pursue in relation to the topics covered in class	1,2,3	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		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	2.00
Independent Learning Time	Every Week	4.00
	Total Hours	6.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_HWVCD_B	[Bachelor of Art (Honours) in Visual Communications and Design](#)	4	Mandatory
CW_HWVCD_D	[Bachelor of Arts in Visual Communications and Design](#)	4	Mandatory