

<b>Module Title:</b>	Introduction to Media Studies 2
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	6
<b>Module Delivered In</b>	<a href="#">3 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	The learning outcomes detailed above will be achieved through the following teaching methodologies: Lectures – Communication of knowledge and ideas from lecturer to student. Problem Solving – Students will participate in individual and group activities to apply knowledge and theory to experiences of the media. Class Discussion – Students will be actively encouraged to participate in debates and discussions E-Learning – VLE (Blackboard) will be used. Studio Based Learning – Media Studios will be used to train students in radio/television performance and scripting
<b>Module Aim:</b>	The aim of this module is to provide students with a comprehensive introduction to Media Studies. Students will receive training in studio-based performance. The student's oral and written communications skills will be developed.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Describe key theories in Media Studies
LO2	Perform TV/Radio Presentations
LO3	Develop written, analytical and critical thinking skills
LO4	Critically evaluate media representation and news gathering

Pre-requisite learning
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>
No recommendations listed
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>
No incompatible modules listed
<b>Co-requisite Modules</b>
No Co-requisite modules listed
<b>Requirements</b> <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

#### Representation

Examining gender and race in media and popular culture

#### Audience

Introduction to Media Audiences, key theories and approaches to media audiences, new media and old media, new media audiences

#### Studio Practice

Introduction to TV/Radio Presentation, role of the voice, scripting.

#### Media and Authenticity

Nature of truth-telling in media, photography and authenticity, documentary genre, news media, news worthiness, citizen journalism and new media

### Assessment Breakdown

%

Continuous Assessment

100.00%

### Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Media performance and storytelling	2,3	40.00	n/a
Project	Analysis of Media Text	1,3,4	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**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	2.00
Practicals	Every Week	1.00
Estimated Learner Hours	Every Week	6.00
Total Hours		9.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	<a href="#">Bachelor of Arts (Honours) in Content Creation and Social Media</a>	2	Mandatory
CW_BHCPR_B	<a href="#">Bachelor of Arts (Honours) Public Relations and Media</a>	2	Mandatory
CW_BHCPR_D	<a href="#">Bachelor of Arts in Public Relations and Media</a>	2	Mandatory