

<b>Module Title:</b>	Media & Society
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	8
<b>Module Delivered In</b>	<a href="#">2 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	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.
<b>Module Aim:</b>	This module focuses on mediatization as an explanatory framework for social and cultural change.
<b>Learning Outcomes</b>	
<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
<b>Pre-requisite learning</b>	
<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
<b>Critical race studies</b> Whiteness and privilege, orientalism, post-race, race and new media environments
<b>Media and Ideology</b> Gramsci and dominant ideology, public sphere, freedom of speech, media impartiality and objectivity, cancel culture
<b>Gender and Media</b> History of gender representation, 4th wave feminism, celebrity feminism, gender and sexuality
<b>Political Economy of the Media</b> 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**

<b>Workload: Full Time</b>		
<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	<a href="#">Bachelor of Arts (Honours) in Content Creation and Social Media</a>	8	Mandatory
CW_BHCPR_B	<a href="#">Bachelor of Arts (Honours) Public Relations and Media</a>	8	Mandatory