

Module Title:	Media Studies 3
Credits:	10
NFQ Level:	8
Module Delivered In	No Programmes
Teaching & Learning Strategies:	This course will be taught with the following: Lecture-Based Learning • Lecture with activities embedded • Community of learners in 'safe-place' mode, sharing ideas and writing samples • Classed based role-play • PBL and case study analysis • Autonomous learning- pre reading and further reading Studio-Based Learning • Authentic learning strategies • News and factual tasks (PBL) • Briefing documents supplied • E-learning: final cut pro and/or related programmes for editing pictures and audio • DV camera use for filming skills workshops • Project and activity focused sessions
Module Aim:	The aim of this module is develop the student's ability to think critically about the media, its ownership and influence, while learning the practical skills needed to work in the professional media market.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Discuss the themes and ideas that form current media theory.
LO2	Analyse seminal texts by key thinkers in media theory.
LO3	Outline current trends in the political economy of the global media.
LO4	Discuss issues pertaining to the construction and interpretation of news.
LO5	Produce media texts for particular audiences.
LO6	Differentiate the protocols and roles involved in studio and PSC TV production and radio production.
LO7	Perform proficient recording of media messages in a broadcast studio.
LO8	Interpret some of the values governing media ethics.
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
Media Theory

• Issues of ownership of the media globally. • Trends in media ownership. • Public Service Broadcasting. • Media Literacy • Media Influence

News Media

• Hegemony of the 'middle ground' • News and the agenda setting function • News on-line • What is news?

New Media: Trends and Debates

• On-line media (e.g. sports, gaming, music). • Social media and Citizen Journalism • Media 2.0

Studio theory

• protocols of production, • roles on TV set and radio studio, • best practice in presentation, • how to be a professional: preparation and professionalism

Media Practice (TV):

• How to prepare for interviews • Research/taking a brief • The voice and how to develop authority in presentation in speech delivery • Non-verbal cues • Making changes in technique • Dress and grooming • Studio roles and executive decision making • Making video for online use • Building narrative

Media Practice (radio)

• radio performance, • running a radio console • Creating running orders • Scripting for radio • Taking briefs • Building narratives

Writing for media and the academy

• how to write a feature article, • journalism ethics • identifying audiences • essay construction • the language of the essay • essay writing: authorship and tone

Assessment Breakdown
%

Continuous Assessment

50.00%

End of Module Formal Examination

50.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Student scripts & records topical news story (20%)	1,2,3,4,7	20.00	n/a
Other	Record video suitable for embedding in internet site (20%)	1,2,3,7	20.00	n/a
Case Studies	Individual-students write a piece suitable for the publication of their choice (10%)	5,8	10.00	n/a

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	No Description	1,2,3,5,6,8	50.00	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	30 Weeks per Stage	1.50
Practicals	30 Weeks per Stage	1.50
Estimated Learner Hours	30 Weeks per Stage	3.67
Total Hours		200.00

