

Module Title:	Media Studies 1
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	No Programmes
Teaching & Learning Strategies:	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 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 and television presentations
Module Aim:	The aim of this module is to provide students with a comprehensive introduction to Media Studies. Student's will receive training in radio and television presentation. 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 and Radio Presentations
LO3	Describe features and structures of media industries
LO4	Written, analytical and critical thinking skills for humanities research
LO5	Analyse media texts

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 Industries

Media Industries, Public Service Broadcasting, Globalisation, Media and Society

Representation

Gender and Race in Media and Popular Culture, Stereotypes

Genre and Narrative

Narrative Theory and Structures, Genre, Radio Genre

Audience

Introduction to Media Audiences, Media Ethics, Censorship, Introduction to New Media

Practical Work 1. Studio

Introduction to TV presentation, Introduction to Radio Presentation, Role of the voice in Radio.

Practical Work 2. Writing

Introduction to script writing for non-fiction formats

Analysis of Media Texts

Introduction to Semiotics and Semiotic Theory, Textual Analysis, Texts and Contexts

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

50.00%

End of Module Formal Examination

50.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Examination	1.Written Examination.	1,3,4	10.00	Week 12
Practical/Skills Evaluation	2.TV Presentation and script.	2,4	10.00	Week 11
Practical/Skills Evaluation	3. Radio Presentation and script.	2,4	10.00	Week 13
Project	Analysis of Media Text	1,3,4,5	20.00	Week 12

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	Three hour written examination	1,3,4,5	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

