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| Module Title: | New Media & Society |
| Language of Instruction: | English |
| Credits: | 10 |
| NFQ Level: | 8 |
| Module Delivered In | No Programmes |
| Teaching & Learning Strategies: | 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. |
| Module Aim: | Module provides a critical examination of the social and cultural impact of new media technologies and applications. |
| Learning Outcomes | |
| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | Critically analyse the sociological impact of new media technologies |
| LO2 | Analyse the position of media audiences in relation to new and old media |
| LO3 | Explain core theories and concepts of sociological approaches to Media Studies |
| LO4 | Written, analytical and critical thinking skills for humanities research |
| LO5 | Analyse media texts, popular culture and society |
| 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

History of Media Audiences

Mass Audiences, Television Audiences, Active/Passive Audiences, Adorno and Horkheimer, Uses and Gratifications, Stuart Hall, Audience Reception, Encoding and Decoding, Texts and Contexts

New Media Audiences

Audience Labour (Dallas W. Smythe), Surveillance, Privacy, Access-Participation-Interaction, Imagined Communities (Anderson), Online Communities, Social Media, Privatization of Public Spaces

New Media, Society and Culture

Social Media, Selfies, Youtube, Blogs, New Media Celebrities, Intellectual Property Online, Hacking Culture, Free Speech, Censorship, Cyberbullying, Gender and online cultures, Race and Representation

New Media Technologies

Technological Determinism (McLuhan), Smart technologies, Virtual Reality, Robots, User Generated Content, Citizen Journalism, Photography and Digital Technologies

Analysing Media Texts

Semiotics, Textual Analysis, Content Analysis, Discourse Analysis

Assessment Breakdown

| | % |
|----------------------------------|--------|
| Continuous Assessment | 30.00% |
| End of Module Formal Examination | 70.00% |

Continuous Assessment

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|------------------------|-------------------|------------|-----------------|
| Essay | n/a | 1,2,3,4 | 15.00 | Week 12 |
| Project | n/a | 1,3,4,5 | 15.00 | Week 13 |

No Project

No Practical

End of Module Formal Examination

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|------------------------|-------------------|------------|-----------------|
| Formal Exam | n/a | 1,2,3,4,5 | 70.00 | 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 | 3.00 |
| Estimated Learner Hours | 30 Weeks per Stage | 4.00 |
| Total Hours | | 210.00 |

