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| <b>Module Title:</b>                       | Media Studies 2  |
| <b>Credits:</b>                            | 10   |
| <b>NFQ Level:</b>                          | 7  |
| <b>Module Delivered In</b>                 | No Programmes  |
| <b>Teaching &amp; Learning Strategies:</b> | 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 • Real-life broadcast scenarios • Authentic learning strategies • Briefing documents supplied • E-learning: adobe premier suite or related programmes for editing pictures and audio • DV camera use for filming skills workshops • Project and activity focused sessions |
| <b>Module Aim:</b>                         | The aim of this module is to develop the students' media performance and technical abilities while building on their knowledge of media theory, media forms and content issues.  |

| Learning Outcomes   |   |
|---|---|
| <i>On successful completion of this module the learner should be able to:</i> |   |
| LO1   | Characterise and analyse ideas underpinning media theory.         |
| LO2   | Explain emerging issues relating to digital and analogue media.   |
| LO3   | Unpack and judge media texts.                                     |
| LO4   | Create media narratives.  |
| LO5   | Fulfill technical roles required to run TV and radio productions. |
| LO6   | Create video and radio artifacts.                                 |
| LO7   | Compose texts appropriate for different audiences.                |

| Pre-requisite learning   |
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| <b>Module Recommendations</b><br><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><br><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><br><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

• Media theories. • Media as storytellers. • News production and objectivity • New media: Cybervisions, roles and agents of change. • Semiotics Key thinkers in media studies

#### Political Economy of the Media

• Introduction to concepts and language • National view of media ownership • Changes and trends in media business (digital and analogue)

#### Audiences

• Ratings gathering: The history of TV and ratings gathering • The people meter and Nielsen/BARB • Other methods; academic and market research • Stakeholders in audience studies • Audience studies

#### Studio-Practice: Radio and TV

• Pre-production: planning, research, production meetings • filming for broadcast, • editing video, • post-production, radio and TV • TV and radio performance • Narrative/ storytelling • Taking briefs • Technical aspects of radio and video • Running media teams

#### Writing

• Writing proposals • Writing academic essays • Script writing for TV and radio • Writing briefs

#### Communication

• Pitching, Briefing, Presenting ideas to peers • Selected Communication theories; e.g. persuasion, CAT

| 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           | Christmas Exam (10%) TV/Radio Interview (10%) | 1,2,3,7           | 10.00      | n/a             |
| Project         | Video project                                 | 4,5,6,7           | 30.00      | n/a             |
| Project         | Radio project                                 | 4,5,6,7           | 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     | 3 hour examination     | 1,2,3,4,7         | 50.00      | End-of-Semester |

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                    | 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                                 |

