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| 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 students' ability to think critically about the media, its ownership, influence and challenges, while learning the practical skills needed to work in the professional media market. |

| Learning Outcomes | |
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| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | Show mastery of the themes and ideas that form current media theory |
| LO2 | Create industry-driven, audience-focused media texts |
| LO3 | Create and perform engaging video and audio content |
| LO4 | Produce publishable multi-modal written texts |
| LO5 | Show discernment in ethical approach to creating media artefacts |

| 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 Practice (TV and screen studies): • How to pre-produce and post produce video • Research/taking a brief • creating and editing video • executive decision making • Making video for online use • Building narratives • vlogging |
| Media Practice (radio) • radio performance, • running a radio production • audio production • radio techniques • taking briefs • building narratives • podcasting |
| Writing for Media • how to write news, a feature article, scripts • journalism ethics • following leads • releasing ideas and brainstorming |
| Media Analysis • Documentary/ film • Archetypes and genres • narrative codes • making meaning through text and imagery • Audience studies |
| New Media: Trends and Debates On-line media (e.g. sports, gaming, music, SNS Social media and Citizen Journalism Celebrity, New vs old media) |
| Studio theory • Narrative building protocols of production, • roles on TV and radio production (field) teams, • best practice in presentation, • how to be a professional: preparation and professionalism |

| Assessment Breakdown | % |
|-----------------------|---------|
| Continuous Assessment | 100.00% |

| Continuous Assessment | | | | |
|-----------------------------|--|-------------------|------------|-----------------|
| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
| Practical/Skills Evaluation | Student scripts & records and edits radio piece(s) (30%) | 1,2,3,5 | 30.00 | n/a |
| Practical/Skills Evaluation | Student scripts, develops, produces and post-produces video suitable for broadcast/screening (30%) | 1,2,3,5 | 30.00 | n/a |
| Other | Student writes journalism suitable for the publication (30%) | 1,2,4,5 | 30.00 | n/a |
| Portfolio | Student designs and collates media practice into an e-portfolio with employer audience in mind | 2,4,5 | 10.00 | 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

| 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 |

