

Module Title:	Introduction to Media Studies 1
Language of Instruction:	English

Credits:	5
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NFQ Level:	6
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Module Delivered In	2 programme(s)
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Teaching & Learning Strategies:	The learning outcomes will be achieved through the following teaching methodologies: Lectures – Communication of knowledge and ideas from lecturer to student. Problem Solving – Students will participate in individual and 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 performance and scripting
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Module Aim:	The aim of this module is to provide students with a comprehensive introduction to Media Studies. Students will receive training in studio-based work. The student's oral and written communications skills will be developed.
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Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Describe key theories in Media Studies
LO2	Describe features and structures of media industries
LO3	Perform TV/Radio Presentations
LO4	Develop written, analytical and media literacy skills

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

Genre and Narrative

Narrative Theory and Structures, Genre, Radio Genre

Analysis of Media Texts

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

Studio Practice

Introduction to TV/Radio Presentation, Role of the voice, scripting

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Practical/Skills Evaluation	Media performance and storytelling	3,4	40.00	n/a
Project	n/a	1,2,4	60.00	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	Every Week	2.00
Practicals	Every Week	1.00
Estimated Learner Hours	Every Week	6.00
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	1	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	1	Mandatory