

MODULE:	HISTORY OF THE MEDIA
CODE:	BAJH-1-1-09
Number of Credits:	4 semester credits / 6 quarter units
Stage:	Foundation (I)
Theme:	History & Structure of the Media
Assessment Weighting:	Exam (60%) Coursework (40%)

INTRODUCTION

The media of mass communications are large scale institutions which dominate the production and diffusion of symbolic information. A knowledge of the development, structure, integration and function of media is an essential basis for understanding the phenomenon of mass mediated information systems.

SYLLABUS

Topic One: From the cave to the page

This module covers the development of primary forms of human communication, including art, language and writing. Many studies of media begin with the emergence of the printing press but here we look at the media before the invention of the Gutenberg press.

Topic Two: The arrival of the printing press

Here we analyse the impact of the Gutenberg Press on the medieval world. The social, political and economic consequences of the invention of the press on medieval Europe showed the effect that subsequent developments in media technologies have had on the society we live in.

Topic Three: The newspaper sector

The arrival and endurance of a popular news paper sector over the past 400 years is a crucial landmark in the history of modern media. Newspapers have been the day the day chroniclers of world history. This topic looks at the many roles played by the newspaper sector since its emergence as a media sector

Topic Four: Radio days

Radio was one of the first electronic media to emerge in the 20th century. It's role has changed since from being a dominant media to being outflanked by television. This module traces the development of radio from its early days to the role it plays in communications today.

Topic Five: Film

The film industry is one of the most popular forms of mass entertainment in the 20th

century. The development of power structures in this medium is a crucial factor in the development of 20th century media structures.

Topic Six: Television

Television created an electronic media, which combined elements of television and film in a format that now has the capacity to transcend media formats as we know them. This module studies the impact of television on both audiences and the general media industry.

Topic Seven: Music

Film is not the only form of popular mass entertainment media in the 20th century. Recorded Music has also emerged as medium in its own right. In this topic we study the link between ideology, politics and popular culture.

Topic Eight: The Digital Revolution

The convergence of technology platforms for producing media products across print, photography, TV and radio broadcasting, music and the Internet is becoming one of the defining features of our age. Here we look at the processes involved in forming this digital age