

MODULE:**MEDIA STUDIES**

Semester:	II (Spring)
Stage:	I - Foundation
Theme :	Media Theory
Assessment Weighting:	Exam (40%) Project (60%)
Number of Credits:	4 semester credits/6 quarter units

INTRODUCTION

The term 'media studies' is an extremely broad one and this course is designed to be an introduction to how to study the media. As such it will cover a number of topics and will be supplemented by a range of modules on the degree course. It is envisaged that students will have completed the History of the Media Module in Semester One and therefore have particular knowledge of significant changes that have taken place in relation to the media, for example the transition from an oral culture to a print one, the emergence of a mass media and the rise of the internet.

MODULE AIMS

This module aims to give students an introduction to what Media Studies is and what it involves. It aims to introduce them to a number of key concepts and to build on knowledge already gained in the History of the Media and Understanding Society modules.

As well as providing a theoretical approach to the media, the module aims to enable students to practically apply these theories to a range of media products.

MODULE LEARNING OUTCOMES

This module delivers / supports the following programme learning outcomes:

- Competently identify and apply the knowledge, concepts and perspectives relevant to their work in media related employment.
- Demonstrate independent critical judgement and analytical skills.
- Formulate and complete a wide range of media based assignments and project work to a high standard, demonstrating a capacity for critical evaluation and professional competence.

It does this by specifically ensuring that on module completion, students will be in a position to:

- Possess knowledge of the key concepts and theories underpinning media studies.

- Compare and contrast how different media deal with different genres.
- Understand and be conscious of the construction devices of both images and narrative and the conventions used.

ASSESSMENT METHODS

Assessment will be by exam (unseen) 40% and by project (60%). Projects will consist of a specific topic being explored over a range of media and students will be required to analyse the convention of each medium and the similarities and differences between various media.