1. **Title of the module**

MSTU3010 (MS301) Media and Meaning

1. **Division or partner institution which will be responsible for management of the module**

Arts & Humanities

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

30 credits (15 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

N/A

1. **The course(s) of study to which the module contributes**

BA Media Studies and associated programmes

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Demonstrate an understanding of the history of mediated forms.

8.2 Demonstrate an understanding of the ways in which specific media and their technologies make different kinds of understanding and communication possible.

8.3 Demonstrate an introductory understanding of some major thinkers, debates and key texts relevant to the study of media.

8.4 Demonstrate an introductory understanding of media as a process of transmission that shapes and constrains what can be communicated.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Critically analyse a wide range of reading material.

9.2 Demonstrate effective communication skills, focusing upon the cogency, structure and presentation of an argument to a variety of audiences and/or using a variety of methods

9.3 Use information technology appropriately.

9.4 Demonstrate the ability to deliver level-4 quality critical analysis under time constraints.

1. **A synopsis of the curriculum**

This module introduces students to the ways in which various media create and communicate meaning. The primary focus will be upon a range of key forms across the historical continuum of media practice. These trends will span both traditional and new forms of media content, such as print, radio, television, the Internet and user generated content. Media are therefore studied in this module as processes of transmission that shape and constrain narrative forms, aesthetic shapes, and communication uses, producers and users.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Briggs, A. and Burke, P. (2002) *A Social History of the Media: From Gutenberg to the Internet*, Cambridge: Polity

Couldry, N. (2012). *Media, Society, World: Social Theory and Digital Media*, Cambridge: Polity.

Corner, John (2004) Per*forming the Real: Documentary Diversions in S. Murray and L. Ouellette*, eds. Reality TV: Remaking Television Culture. (pp. 44 -58)

Jenkins, Henry (2015) *Participatory Culture in a Networked Era: A Conversation on Youth, Learning, Commerce, and Politics*, John Wiley & Sons, 2015

Lotz, Amanda. (2017) *Portals: A Treatise on Internet-Distributed Television*: Michigan Publishing

Marshall McLuhan (2013) *Understanding Media: The Extensions of Man*. Berkeley: Gingko Press

Silverstone, Roger (1999) *Why Study the Media?* London: Sage

1. **Learning and teaching methods**

Total contact hours: 36

Private study hours: 264

Total study hours: 300

1. **Assessment methods**
   1. Main assessment methods

Digital Portfolio (70%)

Examination, 2 hours (30%)

13.2 Reassessment methods

100% coursework

1. ***Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)***

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| **Private Study** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| Lecture | **x** | **x** | **x** | **x** | **x** | **x** |  |  |
| Seminar | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Digital Portfolio | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| Examination | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |

1. **Inclusive module design**

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

This module examines global media industries – i.e. networks, organisations and corporations that are international and globalised. In addition, the theorists used to understand and critically engage with come from a variety of European and World cultures.

**DIVISIONAL USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| Date approved | Major/minor revision | Start date of delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 14/01/21 | Minor | Sept 2021 | 12, 14 | No |
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