

## MS1002 Studying Media and Communication

<b>Academic Year:</b>	2020/1	<b>Student Workload (hours)</b>	
<b>Module Level:</b>	Year 1	Lectures	22 22
<b>Scheme:</b>	UG	Seminars	11 11
<b>Department:</b>	Media and Communication	Practical Classes & Workshops	16 16
<b>Credits:</b>	30	Tutorials	1 1
		Fieldwork	
		Project Supervision	
		Guided Independent Study	250 250
		Demonstration	
		Supervised time in studio/workshop	
		Work Based Learning	
		Placement	
		Year Abroad	
		<b>Total Module Hours</b>	<b>300</b>

**Period:** Semester 2  
**Occurrence:** E  
**Coordinator:** Melanie Kennedy  
**Mark Scheme:** UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Essay (1500 words)	40				
002	Essay 2 (1500 words) (Final)	50				
003	Group Presentation	10				

**Period:** Semester 2  
**Occurrence:** E1  
**Coordinator:** Melanie Kennedy  
**Mark Scheme:** UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Essay (1500 words)	40				
002	Group presentation	10				
003	Exam (Final)	50		2		

### Intended Learning Outcomes

By the end of this module students should be able to:

- describe the contemporary field of mass media and communication research in terms of the topics covered via written communication and oral communication
- distinguish between the contrasting academic approaches to studying the media in contemporary research and be aware of their strengths and weaknesses via written communication and oral communication
- be aware and assess the strengths and weaknesses of different methodological approaches to studying contemporary media via written communication and oral communication
- demonstrate team working

### Teaching and Learning Methods

The module will follow a lecture-seminar format that entails weekly preparation, in which participants must critically assess, discuss, and comment on assigned readings. Following each lecture, the seminars will introduce the main objects, concepts discussed in the assigned readings before general and critical discussion of these concepts presented in these readings. Students will view/listen to a minimum number of media texts from a provided list. The module will also use Blackboard to disseminate lecture powerpoints and supplementary readings, with students encouraged to use the discussion board to deepen their knowledge of key concepts and research methods. An alternative reassessment in the form of an individual reflection is provided in the case of a student's failure in the group work task.

### Assessment Methods

Essay (1,500 words)  
 Group presentation  
 Exam (final)

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**Pre-Requisites****Co-Requisites****Excluded Combinations**

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**Guided Independent Study: Indicative Activities**

Within this Module students will additionally be supported in their studies with guided activities which include:

- Set reading supported with activities and discussion questions in seminars;
- Students are encouraged to carry out further recommended reading;
- Written feedback with reflective comments provided on return of essays;
- Opportunities to review assessment feedback during tutors' office hours;
- Revision advice via lectures, seminars and Blackboard and exam preparation workshops.