Module code	GMC703		Level	7
Module title	Global Mediascapes			
Status	Core			
Teaching Period	Spring			
Courses on which the module is taught	MA Global Media and Communications			
Prerequisite modules	None			
Notional learning hours	200	Credit value	20	ECTS Credits	10
Field trips?	*There are compulsory field trips in the module with no additional costs*			
Additional costs	None			
Content notes	*This module covers issues of race, gender, inequality and conflict which may be upsetting to some students.*			

1. Module description

Media and communications consumption, production and influence has become intrinsically embedded in our personal lives, our communities, our nations and beyond. This ground breaking module moves from examining historical analogue through to digital platforms to current areas of AI and other trends in depth. The praxis in this module provides a space to investigate and critically challenge conventions and norms and engage in research that has impact and meaning. You will explore how global media influence is produced and maintained and how power is built and transformed though media and communications practices including in the areas of industry, society, politics and culture using an interdisciplinary approach. You will develop an expertise in being able to define legacy practice and predict emergent trends in relation to your own areas of interest, whether nationally or globally.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Collaboration (MLO1)
Negotiate and attain a professional level of cooperation using a shared approach to global media practice.

Innovation (MLO2)
Create new media artefacts combining intellectual curiosity and visual creativity.

Communication (MLO5)
Communicate a persuasive visualised response to global media landscapes through your digital portfolio.

Discipline Knowledge (MLO7)
Critique and synthesise theories, concepts and facts of global media practice in your written and practical work

3.   Learning and teaching methods, and reasonable adjustments

The module sessions will incorporate a variety of methods including micro-lectures, tutorials and digital practice labs. You will approach academic work through both independent learning and collaborative critical reflexivity in a laboratory environment. To understand academic concepts, you will examine theoretical and practical case studies and take part in field trips to media organisations. You are expected to prepare for these sessions, as directed, primarily through exploring assigned material, additional research, and other practice methods. You are also expected to engage in self-directed learning for class preparation and review.

Learning hours			200
Directed learning			48
Laboratory, seminars and trips			
Guided/Self-guided learning			152

Reasonable adjustments for teaching and learning will be confirmed with students that have a support plan in place.

4.   Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Digital portfolio 1500 words (maximum) + imagery or equivalent effort, 50 %
This assessment is informed by academic and media sources through original research into a chosen topic. The content of the digital portfolio should present an exploration of a subject chosen by the student and include ongoing analysis of the topic. It should include original research, writing and imagery that explores the topic.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Assessment component 2:   Digital artefact (Group Assessment) of 3 minutes maximum per student or equivalent effort, 50%
The digital artefact designed to visualise the topic explored in Assessment 1 and display a critical and original analysis of the chosen topic in a digital form. Each student will produce their own report and collaborate to combine as a group artefact for presentation.

Reasonable adjustments for the assessment will be confirmed with students that have a support plan in place.

Mapping of assessment tasks:

Assessment components	LO1	LO2	LO5	LO7
Digital Platform		x	x	x
Digital Artefact	x		x	x

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5.   Indicative resources

Cross, Maximilian. 2024. *The Swallower: How Elites and Hidden Powers Manipulate Society, Control Minds, and Shape Reality*

Herman, Edward; McChesney, Robert. 1997. *Global Media: The New Missionaries of Corporate Capitalism.*

Fuchs, Christian. 2021. *Social Media; A Critical Introduction, 3rd Edition.* Sage

Kavanagh, Rose. 2024. *Understanding Modern Propaganda: A Comprehensive Guide to Public Persuasion.*

McLuhan, Marshall; Powers, Bruce. 1991. *The Global Village: Transformations in World Life and Media in the 21st Century.* OUP

Miller, Vincent. 2020. *Understanding Digital Culture*. Sage Publications.

Nielsen, Rasmus K; Ganter, Sarah A. 2022. *The Power of Platforms: Shaping Media and Society* (Oxford Studies in Digital Politics). OUP