

Module code	MDC402	Level	4
Module title	Media Histories and Futures	Credit value	20
Common/Core/Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	BA (Hons) Media and Communications	Teaching Period	Autumn

1. Module description

This module begins a journey that starts with the telegraph and takes you through to the metaverse and beyond, focusing on the biggest challenges in the development of media industries and showcasing the changes and continuities in history. You will engage with a variety of media artefacts: you will send a signal with Morse code, cypher a message with cryptography, create images with a handmade pinhole camera and, in the process, uncover parallels with contemporary media technologies. You will explore media histories as part of broad historical trends and family histories on the micro-level. The module challenges the narrative of radical innovations of "new" media by demonstrating the continuities in debates, discussions and decisions in the media industry over the past 150 years. In this module, you will also visit London museums and take part in interactive sessions.

2. Learning outcomes

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

Innovation (MLO 02)

define and compare media trends in order to evaluate changes and continuities, combining curiosity and creativity

Decision Making (MLO 04)

investigate and contrast different ideas from historical and contemporary examples, including your own, to inform decision making in media and communication development

Discipline Knowledge (MLO 07)

explain theories, concepts and facts in media studies relevant to understanding innovative trends

Interdisciplinary Perspective (MLO 09)

identify and contrast perspectives from a range of disciplines to specific cases from media and communications history

3. Learning and teaching methods

Interactive classes and workshops include both teacher-led and student-led activities, carried out both in the classroom, during visits to London museums, and on a variety of digital platforms, such as Blackboard and Padlet. In teams, individually and as a part of self-study, you will manipulate and experiment with media artifacts, analyse different historical sources and critically revise secondary literature to improve your ability to evaluate changes and continuities in the historical trends of media development. There will be opportunities for you to share your findings with your classmates and to reflect on how past and present media trends have shaped the world you live in.

Learning hours	
Directed learning	48 hours
Workshops/classes	48
Guided/Self-guided learning	152 hours
Total	200

4. Assessment, formative feedback and relative weightings

Assessment 1: Case study

Weight (%): 50

Word Count or Equivalent: 1500 words

Case study about one specific media object that has a personal resonance. This should include reflection upon its invention, comparison with other media technologies, and respective use based on the original primary sources such as news reports, interviews and advertising.

Assessment 2: Essay

Weight (%): 50

Word Count or Equivalent: 1500 words

You will build on your case study, linking it to theoretical frameworks and identifying historical and cultural contexts.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Mapping of assessment tasks for the module

Assessment tasks	MLO2	MLO4	MLO7	MLO9
Case study	x	x		x
Essay		x	x	x

5. Indicative resources

Balbi, G. and Magaouda, P. (2018). *A history of digital media: An intermedia and global perspective*. London: Routledge.

Briggs, A., Burke P. and Ytreberg E. (2020). *A social history of the media: from Gutenberg to the Internet*, 4th ed. Cambridge: Polity Press.

Hall, N., Ellis, J. (2020). *Hands on Media History. A new methodology in the humanities and social sciences*. London: Routledge.

Marvin, C. (1988). *When old technologies were new: Thinking about electric communication in the late nineteenth century*. New York: Oxford University Press.

McLuhan, M. (2001). *Understanding media: The extensions of man*. London: Routledge.

The Imitation Game (2014) Directed by Morten Tyldum. [DVD] UK: Studiocanal.

Thompson, K. and Bordwell, D. (2010) *Film history: An introduction*. New York, NY: McGraw-Hill Higher Education.

Williams, R. (2003). *Television: Technology and cultural form*. London: Routledge.