

Module code	MDC501	Level	5
Module title	Global Media Industries	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 will investigate media industries, providing you with the practical experience on digital skills and theoretical perspectives on the 'public sphere' of global media and political economy of communication. You will explore how media are shaped globally and locally. Themes may include global co-operation and production, global circulation and local labour, global audiences and entertainment, transnational politics, intellectual property, transcultural communication, sector-based knowledge and skills development.

A synthesis of theory and practice will help you develop real-world insights into the current state of global media industries. A thorough critical grounding of the subject will add the ability to apply knowledge in order to interrogate the future of those industries.

2. Learning outcomes

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

Professional Development (MLO 03)

develop applied skills and knowledge for your professional development in the global media industries

Decision Making (MLO 04)

analyse and reflect on different conflicting views on the reality of global media to inform decision making on practical industry cases.

Discipline Skills (MLO 08)

employ knowledge on the politics of global, transnational and local contexts, and apply a variety of techniques and tools for industry production.

Human and Environmental Impact (MLO 10)

analyse the impact of the creative and media industries on people's local and global relationships and the environment

3. Learning and teaching methods

You will be learning through a series of rich and exciting workshop experiences and group tutorials. You will be introduced to issues and debates in media studies and then explore the organisational and global dynamics of industries such as television, film, music, digital media, online platforms and consider what it is like to work in them. You will also be expected to undertake independent study on various media industries of your choice. Your tutor will provide support and guidance with innovative and creative technology so that you will practice digital learning that reflect those in the current media industries. In the weekly seminars you will engage in a wide range of experiences and tasks: participating in debates,

exhibitions, visits to London media hubs, creating and exploring media content, exploring the ability to tell a story with the use of technology, meeting with industry experts. The tasks you will undertake are aimed at collaborating with world-class media and making sense of fresh ideas to different audiences on global issues impacting us all.

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: Presentation

Weight (%): 50

Word Count or Equivalent: 10 minutes

You will make a presentation on two key issues impacting a global media industry of your choice, reflecting on the knowledge and ideas covered in the course. You will need to demonstrate your skills in understanding the two key issues within your chosen industry. The presentation needs to critically reflect the media industry of your choice (for example if you explore journalistic blogging, you could present through the media of a blog and present this in class).

Assessment 2: Online Assessment (Video Blog)

Weight (%): 50

Word Count or Equivalent: 5-7-minute

You will create a video blog of an industry media event reflecting on how it addresses and projects crucial contemporary issues and questions.

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	MLO3	MLO4	MLO6	MLO10
Presentation	X	X		X
Video Reflection	X		X	X

5. Indicative resources

Burgess, D. & Stevens, K., (2021) "Taking Netflix to the Cinema: National Cinema Value Chain Disruptions in the Age of Streaming", *Media Industries* 8(1).

doi: <https://doi.org/10.3998/mij.95>

Christensen, M. (2013). Transnational Media Flows: Globalization, Politics and Identity. *International Journal of Communication*, 7, 2400–2418.

https://doi.org/10.1057/9780230392267_4

- Global Media Industries Speakers Series, University of Texas, available at:
<https://rtf.utexas.edu/global-media-industries-speaker-series> [Last Accessed 2nd September 2022]
- Holt, J. and Perren, A. (2019) 'Media Industries: A Decade in Review' in *Making Media*. Amsterdam University Press. <https://doi.org/10.1515/9789048540150-002>
- Kamerick, K (2011) 'Women should represent women in media' in TEDAbQ
[https://www.ted.com/talks/megan_kamerick_women_should_represent_women_in_med](https://www.ted.com/talks/megan_kamerick_women_should_represent_women_in_media)
[ia](https://www.ted.com/talks/megan_kamerick_women_should_represent_women_in_media) (last accessed 2 September 2022)
- Lemstra, W., Hayes, V., & Groenewegen, J. (Eds.). (2011). *The innovation journey of Wi-Fi: The road to global success*. <https://doi.org/10.1017/CBO9780511666995>
- Rikitiaskaia, M., Balbi, G., & Lobinger, K. (2018). The mediatization of the air. Wireless telegraphy and the origins of a transnational space of communication, 1900-1910s. *Journal of Communication*, 68(4), 758–779. <https://doi.org/10.1093/joc/jqy030>
- The Social dilemma* (2020). USA: Netflix.
- Wallis, R. (2022) 'Britain's Got Talent? A critique of the "Talent Pipeline" Crisis in the UK's Film and Television Industries' in *Media Industries* 9 (1): <https://doi.org/10.3998/mij.282>
- Winseck, D. R., & Pike, R. M. (2008). Communication and empire. Media markets, power and globalization, 1860-1910. *Global Media and Communication*, 4(1), 7–36.