

Module code	MDC502	Level	5
Module title	Interpreting Media	Credit value	20
Common/Core/Elective	Core	ECTS Credits	10
		Notional learning hours	200
Courses on which the module is taught	Media and Communications, BA (Hons)	Teaching Period	Autumn

1. Module description

Increasingly we live in the mediatized worlds where individuals are at a crossroads of powers aiming to persuade and influence. In this module, you will engage in media analysis and use a toolkit to examine and interpret a variety of media texts, including news, film, television, advertising, popular music, video games and online content. By developing a critical awareness to how meaning circulates across the sites of production, distribution and consumption, you will gain media literacy and fundamental analytical skills needed by educated citizens and for professional purposes. You will use a variety of methods - including semiotics and visual analysis, film and moving-image analysis (mise-en-scène, cinematography, montage and sound), discourse and rhetoric analysis, content and sentiment analysis – in order to develop insight into how signs and meanings are shaped in context and across the fields of political communications, popular culture and social media.

2. Learning outcomes

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

Communication (MLO 05)

Communicate your analyses of media meanings and their circulation, both orally and in writing in multicultural and/or international settings

Discipline Knowledge (MLO 07)

Explain theories, concepts and facts in the field of media analysis to produce critical interpretations of media texts across a variety of platforms

Discipline Skills (MLO 08)

Employ knowledge, techniques and tools of media analysis to produce content in devising a campaign

Interdisciplinary Perspectives (MLO 09)

Investigate and apply perspectives from political communications, advertising, popular culture and social media in multifaceted media scenarios

3. Learning and teaching methods

You will learn through a combination of teacher-led and student-led activities in seminars and workshops, where you will test your understanding of analytical methods in media and communications drawing on examples from news, film, television, advertising, popular music, video games and online content. Working individually as well as in collaboration with your peers, you will learn to express your media analyses in a coherent and

methodologically informed manner in class-based debates, blogs and contributions to online platforms such as Padlet and Blackboard.

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: 5-7 minutes

You will examine a specific media text using one method of analysis and present the findings to the class. Your presentation should explain the essence of your media analysis approach, your media example, and your findings.

Assessment 2: Project Work

Weight (%): 50

Word Count or Equivalent: 2000 words

You will devise a campaign to advertise a media product of your choice to a particular audience. This will be accompanied by a report detailing your creative choices and how they relate to the concept and tools of media analysis encountered in the module.

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	MLO5	MLO7	MLO8	MLO9
Presentation	x	x		x
Project work	x		x	x

5. Indicative resources

Berger, A. A. (2019). *Media Analysis Techniques* (6th edition). Thousand Oaks, CA: SAGE

Aiello, G. and Parry, K. (2020). *Visual Communication: Understanding Images in Media Culture*. London: SAGE

Bednarek, M. and Caple, H. (2019). *News Discourse*. London: Bloomsbury

Danesi, M. (2018). *Understanding Media Semiotics*. London: Bloomsbury

Kuehn, S. A. and Lingwall, A. (2018). *The Basic of Media Writing: A Strategic Approach*. Thousand Oaks, CA: CQ Press

Reuters Institute (2022). *Digital News Report 2022*. Available at:

<https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022> (accessed 24 August 2022)

Rose, G. (2016). *Visual Methodologies: An Introduction to Researching with Visual Materials*. 4th ed. London: SAGE

Seabrook J. (1997) Why is the force still with us? *New Yorker*. January, 6th. Available at: <https://www.newyorker.com/magazine/1997/01/06/why-is-the-force-still-with-us> (accessed 24 August 2022)

Villarejo. A. (2013). *Film Studies: The Basics*. London: Routledge