

Module code	MDC403	Level	4
Module title	Core Concepts in Media and Communication	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	Spring

1. Module description

In what some have defined a “post-truth” world, our daily experiences are increasingly mediated, demanding that we become attuned to the complexities of the relationship between media, identity and politics. This module will develop a comprehensive overview of the interdisciplinary field of media and communications, from its historical origins to key approaches in the study of media texts and industries, including media power; cultural studies; political economy of media; political communications and the public sphere; theories of representation and intersectionality; globalisation and cultural imperialism; and convergence culture and platform capitalism. Offering a thorough insight into key areas of influential and contemporary research, the module will provide a robust understanding of the relationships between media, society and culture. This will enable you to develop the critical thinking skills necessary to research and creatively contribute to today’s dynamic media systems and landscapes.

2. Learning outcomes

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

Decision Making (MLO 04)

Investigate and contrast different ideas, including your own, to inform your decision-making process as media producers and consumers

Discipline Knowledge (MLO 07)

Explain theories, concepts and facts relevant to the study of media texts and industries

Interdisciplinary Perspectives (MLO 09)

Identify and contrast perspectives from different disciplines and socio-cultural contexts in given media and communications scenarios

Human and Environmental Impact (MLO 10)

Explore the impact of media industries and representations on publics, communities and on the environment

3. Learning and teaching methods

A combination of teacher-led and student-led activities in seminars and workshops will challenge your understanding of core concepts in media, communications and culture as well as their applicability in the contemporary media landscape. Merging scholarly rigour and creativity, you will critically engage with a variety of sources, including recent academic research, industry reports, news items, multi-media texts and user-generated content. In addition to plenary discussions, in-class individual and group presentations, you will share

your ideas, findings and analyses through digital platforms such as Padlet, Miro, Quizziz online blogs and learning journals, identifying links between course themes and your own experience as a media user and producer.

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: Report

Weight (%): 50

Word Count or Equivalent: 1500 words

You will keep a weekly online journal of your perspectives on module themes. Drawing on these reflections, you will write a theoretically informed report, analysing the significance of key module themes in the contemporary media landscape.

Assessment 2: Essay

Weight (%): 50

Word Count or Equivalent: 1500 words

You will evaluate a current issue in media, communications and culture, drawing on core concepts encountered in the module as well as your independent research.

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	MLO4	MLO7	MLO9	MLO10
Report	X	X		X
Essay	X		X	X

5. Indicative resources

BBC Radio 4. *The Media Show*. Podcast. Available at:

<https://www.bbc.co.uk/programmes/b00dv9hq/episodes/downloads>

Boyd-Barett, Oliver and Mirrless, Tanner. (2020). *Media Imperialism. Continuity and Change*. Rowman Littlefield

Burgess, Jean et al., eds. (2018). *The SAGE Handbook of Social Media*. London: Sage

Coded Bias (2021) Directed by Shalini Kantayya [Film]. Netflix.

Hardy, Jonathan. (2014). *Critical Political Economy of Media. An Introduction*. Routledge).

Hooks, b. (2015). *Black Looks. Race and Representation* (2nd ed). London and New York: Routledge.

Kellner, Douglas. (2020). *Media Culture: Cultural Studies, Identity and Politics in the Contemporary Moment*. Routledge.

Sullivan, John L. (2020). *Media Audiences. Effects, Uses, Institutions and Power*. Sage.