

<b>Module code</b>	<b>GMC701</b>	<b>Level</b>	7
<b>Module title</b>	<b>Core Concepts in Global Media</b>		
<b>Status</b>	Core		
<b>Teaching Period</b>	Autumn		
<b>Courses on which the module is taught</b>	MA Global Media and Communications		
<b>Prerequisite modules</b>	None		
<b>Notional learning hours</b>	200	<b>Credit value</b>	20
		<b>ECTS Credits</b>	10
<b>Field trips?</b>	N/A		
<b>Additional costs</b>	N/A		
<b>Content notes</b>	This module may include discussions and analyses of sensitive topics such as stereotyping and discrimination in media representations.		

## 1. Module description

This module equips you with the conceptual tools necessary to comprehend the historical evolution and current debates in media and communications, integrating past and present. It introduces students to this widely interdisciplinary field, focusing on foundational theories and debates, regardless of their previous academic background. The module encompasses diverse approaches and discussions, including political economy, screen and cultural studies, audience research, and political communications. In class, you will engage dynamically with real-world issues, applying concepts and theories to problem-solving and contemporary areas of practice within both academia and the media industries. For instance, you will examine how data, communications technologies and media representations intersect with pressing environmental challenges. Additionally, the course will facilitate connections between theoretical frameworks and your own passions and perspectives. Upon completion, students will be well-versed in the interdisciplinary concepts and theories essential for understanding media and its relationship to society, individuals, and everyday life.

## 2. Learning Outcomes

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

### **Communication (MLO 05)**

Communicate critical ideas in the field of media and communication persuasively, both orally and in writing, within multicultural and/or international settings.

### **Discipline Knowledge (MLO 07)**

Critique and synthesise theories, concepts, and facts central to contemporary debates in media and communications.

### **Interdisciplinary Perspectives (MLO 09)**

Integrate approaches from media and communications, and related fields to propose insights into multifaceted and complex scenarios in global media.

### Human and Environmental Impact (MLO 10)

Evaluate the impact of media production and consumption, including your own, on people and the environment to propose sustainable solutions.

### 3. Learning and teaching methods, and reasonable adjustments

<b>Learning hours</b>			<b>200</b>
<b>Directed learning</b>			<b>48</b>
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
48			
<b>Guided/Self-guided learning</b>			<b>152</b>

You will learn through a blend of both teacher-led and student-led activities in seminars and workshops, where you will have an opportunity to critically evaluate core concepts in media and communications and examine their practical application in the contemporary global media landscape. Combining scholarly depth with creative thinking, you will engage with a variety of sources such as recent academic studies from different disciplines, industry reports, news articles, and social media content. Students will also have an opportunity to co-create materials with the lecturer and present their own critical reviews of scholarly research and different media texts in class. You will share your ideas, findings and analyses through digital platforms such as Padlet, online blogs and learning journals, identifying links between course themes and your own experiences as media consumers and producers.

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA')

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

**Assessment component 1:** Presentation, 10 minutes (maximum) or equivalent effort, 50%

You will conduct an in-depth investigation of a weekly topic of your choice related to Global Media, drawing on core concepts and theories encountered in class. The presentation will last 10 minutes and will be followed by a 5-minute Q&A.

**Assessment component 2:** Project work, 2000 words (maximum) + visualisation, (or equivalent effort) 50%

You will develop your own research question and delve into scholarly literature to critically examine the application of a core concept discussed in class to a contemporary issue in global media. You will have the freedom to organise your project by exploring how the selected concept has been applied across disciplines to different types of media (ranging from radio to social media), or distinct professional fields, following approval from the lecturer. The project will be accompanied by a visualisation, such as a mind map or infographic.

Mapping of assessment tasks:

Assessment components	LO5	LO7	LO9	LO10
Individual presentation	X	X		X
Project work	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

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

Flew, T. (2018). *Understanding Global Media*. London: Bloomsbury. Fuchs, C. (2023). *Media, Economy and Society. A Critical Introduction*. London: Routledge.

Kamalipour, R. Y. ed. (2024). *Global Communication: A Multicultural Perspective*. Lanham: Rowman & Littlefield.

Kannen, V. and Langille, A., eds. (2023). *Virtual Identities and Digital Culture*. London: Routledge.

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

Maxwell, R. and Miller, T. (2012). *Greening The Media*. Oxford: Oxford University Press.

Wolfsfeld, G. (2022). *Making Sense of Media and Politics. Five Principles in Political Communication*. London: Routledge.