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MODULE DESCRIPTOR

Module Title

Media History

Reference	BS3350	Version	4
Created	April 2017	SCQF Level	SCQF 9
Approved	June 2018	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

Aims of Module

To introduce students to the historical development of media, including books, newspapers, magazines, radio and TV broadcasting and cinema. Students will be able to trace the emergence of modern media institutions from their historical roots and discuss the impact of social and technological change.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Trace the emergence of modern media institutions from their historic roots.
- 2 Appraise and discuss the role of social, political, economic and technological factors in shaping forms of the media.
- 3 Evaluate the application of mass communication theories to the major developments in mass communication.
- 4 Develop and sustain historical arguments.

Indicative Module Content

Invention of the printing press; readers, authors and publishers, 1700-1900; newspapers and social change; magazines and the growth of the reading public; 20th century and 100% literacy; historical development of radio and television broadcasting; the 'golden age'; early days of film; the studio system; film versus TV; impact of new media and growth of media corporations.

Module Delivery

This module consists of lectures, seminars, tutorials, and guided self-study.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type: Coursework Weighting: 100% Outcomes Assessed: 1, 2, 3, 4
 Description: Individual Time-limited Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Time limited coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 BRIGGS, A. and BURKE, P., 2005. *A social history of the media: from Gutenberg to the Internet*. 2nd ed. Cambridge: Polity Press.
- 2 CURRAN, J. and SEATON, J., 2010. *Power without responsibility: the press and broadcasting in Britain*. London: Routledge.
- 3 FINKELSTEIN, D. and MCCLEERY, A., 2006. *The book history reader*. 2nd ed. Abingdon: Routledge.
- 4 HILL, J. and GIBSON, P., eds., 1998. *The Oxford guide to film studies*. New York: Oxford University Press.
- 5 WILLIAMS, K., 2010. *Get me a murder a day: a history of mass communication in Britain*. 2nd ed. London: Bloomsbury Academic.