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## MODULE DESCRIPTOR

### Module Title

Media and Society

Reference	CB1002	Version	1
Created	April 2022	SCQF Level	SCQF 7
Approved	June 2018	SCQF Points	15
Amended	June 2017	ECTS Points	7.5

### Aims of Module

To provide students with an analytical overview of the structure, function and role of the media in society.

### Learning Outcomes for Module

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

- 1 Describe the structure of the key sectors that comprise the media.
- 2 Explain key historical and contemporary developments of the media.
- 3 Identify and analyse the major challenges affecting the media.
- 4 Discuss the ways in which the media industries are controlled and regulated.
- 5 Reflect upon the dynamic and fluid nature of the contemporary media and the implications of this for society and culture.

### Indicative Module Content

Structure, ownership and regulation of contemporary media industries; nature and range of content including newspapers, advertising, broadcast and web-based and social media discourses; audiences and media effects; media measurement; media representation and framing, public relations and branding; ethics; national and global media markets; convergence and synergistic strategies.

### Module Delivery

This module will consist of lectures and contextualised tutorials, and student-centred learning in the form of directed reading and some aspects of independent research.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	30	N/A
Non-Contact Hours	120	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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, 5  
 Description: Individual Written Assessment

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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 ATHIQUE, A., 2013. *Digital media and society: an introduction*. Oxford: Polity
- 2 BARLOW, D. and MILLS, B., 2009. *Reading media theory: thinkers, approaches, contexts*. London: Pearson-Longman.
- 3 BRANSTON, G. and STAFFORD, R., 2010. *The media student's book*. 5th ed. London: Routledge. ebook
- 4 CURRAN, J. and MORLEY, D., 2006. *Media and cultural theory*. London: Routledge.
- 5 CLIFFORD, C. et al., 2017. *Media ethics: cases and moral reasoning*. London: Routledge.
- 6 HESMONDHALGH, D., 2013. *The cultural industries*. London: Sage.
- 7 JIN, D.Y., 2013. *De-convergence of global media industries*. London: Routledge.
- 8 SMITH-MAGUIRE, J. and MATTHEWS, J., 2014. *The cultural intermediaries reader*. London: Sage.