# ROBERT GORDON UNIVERSITY ABERDEEN

## MODULE DESCRIPTOR

### Module Title

Media and Society

| Reference | CB1002 | Version | 2 |
|-----------|--------|---------|---|
| Created | February 2024 | SCQF Level | SCQF 7 |
| Approved | June 2018 | SCQF Points | 15 |
| Amended | April 2024 | 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 mass self-communication. The module engages students with UNESCO's Education for Sustainable Development Anticipatory, Critical Thinking, Systems Thinking, Normative, Collaboration, and Integrated Problem-Solving competencies in terms of: a) considering inequalities within global communication systems b)reflecting on issues of representation and diversity within media c) understanding the complexity of different media systems and analysing their respective character; d) developing critical approaches to media texts and 5) applying critical media practice to climate change and other crises driving global inequality.

### 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.

| | Module Ref: | CB1002 v2 |
|---|---|---|

| **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 |
| *Actual Placement hours for professional, statutory or regulatory body* | | |

## 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: |
|---|---|
| **A** | The student needs to achieve an A in C1. |
| **B** | The student needs to achieve a B in C1. |
| **C** | The student needs to achieve a C in C1. |
| **D** | The student needs to achieve a D in C1. |
| **E** | The student needs to achieve an E in C1. |
| **F** | The student needs to achieve an F in C1. |
| **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 | 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. |