

MODULE DESCRIPTOR

Module Title

The Media Business

Reference	CB1289	Version	1
Created	January 2020	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, ownership, function and operation of the various sectors within the media industries.

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 industries.
- 2 Explain key historical and contemporary developments in these industries.
- 3 Identify and analyse the major challenges affecting the sectors within these industries.
- 4 Discuss the ways in which the media industries are controlled and regulated.
- 5 Reflect upon the implications on society and culture of the changing nature of the media industries.

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:
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.