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## MODULE DESCRIPTOR

### Module Title

Media History

Reference	CB3350	Version	1
Created	January 2020	SCQF Level	SCQF 9
Approved	June 2018	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

### Aims of Module

None.

### 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 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 BRIGGS, A. and BURKE, P., 2007. *A social history of the media: from Gutenberg to the Internet*. 2nd ed. Cambridge: Polity Press.
- 2 CHAPMAN, J. 2005. *Comparative Media History: from 1789 to the present day*. Cambridge: Polity.
- 3 CONBOY, M. and STEELE, J. eds. 2015. *The Routledge Companion to British Media History*. London: Routledge.
- 4 CURRAN, J. and SEATON, J., 2010. *Power without responsibility: the press and broadcasting in Britain*. London: Routledge.
- 5 WILLIAMS, K., 2010. *Get me a murder a day: a history of mass communication in Britain*. 2nd ed. London: Bloomsbury Academic.
- 6 Media History Journal [available online] from 1(1/2) 1993.