

MODULE DESCRIPTOR

Module Title

Media and Society

Reference	CBM006	Version	2
Created	March 2024	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	September 2024	ECTS Points	7.5

Aims of Module

To enable the student to appraise critically the functions, roles and place of the media in society.

Learning Outcomes for Module

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

- 1 Assess the historical, societal, cultural and organisational contexts and cultures of media.
- 2 Develop a critical understanding of theoretical approaches and apply this to the study of the media industries.
- 3 Analyse the ways in which the media industries are owned, controlled and regulated.
- 4 Define and appraise critically the process within which media and communication practitioners assess, select and package information at different levels for the audience.

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 is a lecture based course supplemented with tutorial and seminar sessions. Students are expected to prepare for seminars and contribute to the discussion of the topics. Distance learning students will be expected to participate actively on the discussion threads.

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 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.

ADDITIONAL NOTES

Students are also expected to access journal literature (Journal of Communication Studies; Media Culture and Society) and quality newspapers (The Guardian; The Independent; The Times; The Economist; The Spectator).

INDICATIVE BIBLIOGRAPHY

- 1 BALNAVES, M., DONALD, S.H. and SHOESMITH, B., 2009. *Media theories and approaches: a global perspective*. Basingstoke: Palgrave Macmillan
- 2 BRANSTON, G. and STAFFORD, R., 2010. *The media students' book*. 5th ed. London: Routledge. *ebook*
- 3 CURRAN, J. and SEATON, J., 2018. *Power without responsibility: press, broadcasting and the internet in Britain*. 8th ed. London: Routledge.
- 4 JIN, D.Y., 2013. *De-convergence of global media industries*. London: Routledge
- 5 LINDGREN, S., 2017. *Digital Media and Society*. London: Sage.
- 6 McQUAIL, D., 2011. *McQuail's mass communication theory*. 6th ed. London: Sage.
- 7 MULLIGAN, C., 2016. *The Communications Industries in the Era of Convergence*. London: Routledge.