MODULE DESCRIPTOR

Module Title

Media Industries

Reference	CBM066	Version	1
Created	January 2020	SCQF Level	SCQF 11
Approved	June 2018	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

Aims of Module

To enable the student to appraise critically the function and operation of the media industries.

Learning Outcomes for Module

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

1	Develop a critical understanding of various theoretical approaches and apply this to the study of the media industries.
2	Assess the historical and organisational contexts and cultures of media.
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

Theoretical approaches to the study of the media; mediation process; development of press (including the international press) and broadcasting; journalistic process - newsworthiness/news values, information gathering, sources, construction; sociology of journalism; global news culture; representation/agenda-setting; audiences; construction of reality; news management; the global media corporations; digital media; constraints: regulation, ownership and control of media industries.

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.

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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
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
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).

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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.