

Media and Communications 1

Section A: Headline Information	
Module title	Media and Communications 1
Module NFQ level (only if an NFQ level can be demonstrated)	7/8
Module number/reference	TBC
Module Co-ordinator	Dr. Orla Ryan
Parent programme(s)	BA (Honours) in Arts and Humanities
Stage of parent programme	3
Semester (semester1/semester2 if applicable)	1
Module credit units (FET/HET/ECTS)	ECTS
Module credit number of units	5
List the teaching and learning modes	Lectures
Entry requirements (statement of knowledge, skill and competence)	Successful completion of Stage 2 of the programme or equivalent is required.
Pre-requisite module titles	N/A
Co-requisite module titles	No
Is this a capstone module? (Yes or No)	No
Specification of the qualifications (academic, pedagogical and professional/occupational) and experience required of staff (staff includes workplace personnel who are responsible for learners such as apprentices, trainees and learners in clinical placements)	Module co-ordinators, lecturers and tutors must have a minimum Level 9 qualification in Media Studies or a closely cognate area.
Maximum number of learners per module	60
Duration of the module	1 Semester
Average (over the duration of the module) of the contact hours per week (see * below)	2
Module-specific physical resources and support required per centre (or instance of the module)	Lecture Hall
Analysis of required learning effort	
*Effort while in contact with staff	

Classroom and demonstrations		Mentoring and small-group tutoring		Other (specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
24	1:6						101: Assessment: 31 hours Directed Reading: 35 hours Self-directed study: 35 hours			125 hours
Allocation of marks (within the module)										
				Continuous assessment	Supervised project	Proctored practical examination	Proctored written examination	Total		
Percentage contribution				100%				100%		

Section B: Module Descriptor	
Rationale for Inclusion of the Module in the Programme and its Contribution to the Overall IPLOs	This module supports learners to develop an understanding of communication offering an introduction to the dynamics of interpersonal communication to examining intercultural communication within the context of a globalized and networked world. The module offers learners a comprehensive analysis of how human experience is mediated in the 21 st century.
Module Aims and Objectives	This module explores the relation between Communication and how meaning is produced and operates in a mediated society. The module will introduce learners to communication models and theories of both interpersonal and intercultural communication. Learners will be introduced to the major theories of mediated communication and examine the implications for democracy of mass media technologies and communications networks in contemporary society. The module

	facilitates learners developing their presentation skills and writing for different contexts.
Minimum Module Learning Outcomes	<p>On successful completion of this module, learners should be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of interpersonal communication models and theories of intercultural communication. (MIPLO 2, 8) 2. Clearly identify, describe and compare some of the major theories of mediated communication in contemporary society. (MIPLO 1, 4) 3. Critically examine the democratic implications of the development of media and communications technologies and networks. (MIPLO 2, 8) 4. Research and write theoretically-informed assignments and present information in a structured, coherent and appropriate manner. (MIPLO 3, 5)
Information Provided to Learners about the Module	<p>College Prospectus specifies module name, stage and ECTS.</p> <p>College website and programme handbook to contain (in addition to above) short description of module content, module learning outcomes, prerequisite modules, and assessment mechanisms.</p> <p>Module handbook to contain (in addition to above) schedule of classes and topics, detailed assessment information with titles and submission dates, full bibliography and list of learning resources.</p> <p>Diploma Supplement contains module name, code, stage and ECTS.</p>
Module Content, Organisation and Structure	<p>Indicative content</p> <ul style="list-style-type: none"> • Definitions and models of communication. • Communication practice. • Interpersonal and intercultural communication. • Communication contexts. • Digital communication and ethics. • Mass mediated culture: theories and perspectives. • Media technology in a global world. • Communication networks and the public sphere.(Habermas, Gramsci, Mouffe) • Mediated citizenship.
Module Teaching and Learning Strategy	The module's teaching and learning strategy is based on the core objectives of introducing learners to theories and conceptual frameworks of communication and media. The module encourages the learner to critically assess the theories and models of communication and globalized media networks and its relationship to their own world view and perspectives. Teaching and learning utilizes critical reflection through prior reading in advance of lecture, classroom discussion and group exercises.
Work-Based Learning and Practice-Placement	N/A
E-Learning	Use of virtual learning platform, access to weekly online reading material and power point presentations and a range of online learning materials.
Specifications for Module Staffing Requirements	Staff:Learner ratio is typical of the overall programme approach with a maximum of 60 learners.

	Staffing requirements: 1 lecturer with teaching and/or research competence in the relevant area.
Module Summative and Formative Assessment Strategy	<p>Continuous assessment:</p> <p>One written assignment (500-750 words) deadline 4th week (20%). The first assignment allows early detection of any significant learning issues and needs which can be addressed by lecturer and offers a learner centred approach to assignments.</p> <p>One individual research project with formative guidance and assessment (week 6) and summative assessment of oral and power point presentation of research (70%).</p> <p>Small weekly class assignments based on class content (10%).</p>
Sample Assessment Materials	<p>Discuss the differences between the semiotic and process schools of communication theory? (500-750 words)</p> <p>Write a review article of Peter Dahlgren's "Mediating Democracy" (500-750 words)</p> <p>Assignments are linked to MIMLOs 1, 2, 3 and 4.</p> <p>Formative assessment will take the form of tutorial where research material, bibliography, images, clips and other relevant material are discussed and strategies for further development discussed.</p>
Reading Lists and Other Information Resources	<p>Essential Reading:</p> <p>Croteau, D. and Hoynes, <i>Media/Society, Industries, Images and Audiences</i> (California: Pine Forge Press, 2012)</p> <p>Fiske, J., <i>Introduction to Communication Studies</i>, 2nd edn (London; New York: Routledge, 1990)</p> <p>Ouellette, L., <i>The Media Studies Reader</i> (New York; London: Routledge, 2013)</p> <p>Other Reading:</p> <p>Weekly texts available on Moodle</p>
Module Physical Resource Requirements	Lecture hall / seminar room equipped with internet, projector and speakers.

