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| Module code: MOD007281 | Version: 3 Date Amended: 30/Oct/2023 |
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| 1. Module Title |
| New Media Discourse |

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| 2a. Module Leader |
| Gemma Harvey |

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| 2b. School |
| School of Humanities and Social Sciences |

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| 2c. Faculty |
| Faculty of Arts, Humanities, Education and Social Sciences |

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| 3a. Level |
| 6 |

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| 3b. Module Type |
| Standard (fine graded) |

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| 4a. Credits |
| 15 |

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| 4b. Study Hours |
| 150 |

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| 5. Restrictions | | | |
| Type | Module Code | Module Name | Condition |
| Pre-requisites: | None | | |
| Co-requisites: | None | | |
| Exclusions: | None | | |
| Courses to which this module is restricted: | | | |

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module explores the importance and significance of computer-mediated communication, digital media and contemporary communication methods. It explores how new technologies have changed the way we communicate with others. You will be introduced to a wide range of theories and theoretical and analytical frameworks. As well as critical sociolinguistics and critical discourse analysis, this will also include more pragmatic approaches to the study of digital communication. You will understand how these approaches could be meaningfully used to analyse real and authentic digital texts.

The key employability skill developed in this module is the development of digital communication skills, which are of contemporary relevance and popularity.

6b. Outline Content

- Hypertext and intertextuality
- Multimodality
- Media interactions
- Digital media and conflict
- Online communities
- Social networking
- Genre and register of new media
- Surveillance capitalism
- Fake news
- Trolling and cyberbullying

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

| 7. Learning Outcomes (threshold standards) | | |
|--|---|--|
| No. | Type | On successful completion of this module the student will be expected to be able to: |
| 1 | Knowledge and Understanding | Demonstrate a basic knowledge and understanding of the key concepts in the field, especially how authentic texts are mediated through digital media. |
| 2 | Knowledge and Understanding | Explain how digital media has had an impact on our interactional behaviour. |
| 3 | Intellectual, practical, affective and transferrable skills | Critique and evaluate the use of digital media in day-to-day practices. |
| 4 | Intellectual, practical, affective and transferrable skills | Design, maintain and critique your own blogpost. |

| 8a. Module Occurrence to which this MDF Refers | | | | |
|--|------------|---|----------|------------------|
| Year | Occurrence | Period | Location | Mode of Delivery |
| 2024/5 | ZZF | Template For Face To Face Learning Delivery | | Face to Face |

| 8b. Learning Activities for the above Module Occurrence | | | |
|---|-------|-------------------|--|
| Learning Activities | Hours | Learning Outcomes | Details of Duration, frequency and other comments |
| Lectures | 12 | 1-4 | Lecture 1 hr x 12 weeks |
| Other teacher managed learning | 12 | 1-4 | Lecture 1 hr x 12 weeks |
| Student managed learning | 126 | 1-4 | Students need to do at least 8 hours of self-study per week. |
| TOTAL: | 150 | | |

| 9. Assessment for the above Module Occurrence | | | | | |
|--|-------------------|-------------------|---------------|-------------------------|---------------------|
| Assessment No. | Assessment Method | Learning Outcomes | Weighting (%) | Fine Grade or Pass/Fail | Qualifying Mark (%) |
| 010 | Coursework | 1-4 | 100 (%) | Fine Grade | 30 (%) |
| Portfolio of coursework, including blogging or a similar activity, equivalent to 3000 words. | | | | | |

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]