Module code: MOD007281	**Version:** 3 **Date Amended:** 30/Oct/2023

1. Module Title
New Media Discourse

2a. Module Leader
Vahid Parvaresh

2b. School
School of Humanities and Social Sciences

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

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

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
2025/6	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]