

<b>Module code: MOD009104</b>	<b>Version: 1    Date Amended: 15/Dec/2022</b>
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<b>1. Module Title</b>
The Making of Modern Media

  

<b>2a. Module Leader</b>
Joseph Harley

  

<b>2b. School</b>
School of Humanities and Social Sciences

  

<b>2c. Faculty</b>
Faculty of Arts, Humanities, Education and Social Sciences

  

<b>3a. Level</b>
6

  

<b>3b. Module Type</b>
Standard (fine graded)

  

<b>4a. Credits</b>
15

  

<b>4b. Study Hours</b>
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>	BA (Hons) History, BA (Hons) Sociology, BA (Hons) Politics and International Relations, BA (Hons) English Literature, BA (Hons) English Language and Linguistics		

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
<p>We live in a world dominated by media. Our first port of call when we want to know something is to Google it. Landmark books have shaped and influenced wide-ranging historical and contemporary issues such as the French Revolution, feminism and Black Lives Matter. Social media has played a central role in presidential elections, as well as been linked to a decline in people's mental health.</p> <p>In this module you will learn about the past, present and future of media and its role in society. Media is very broadly defined here to include the publishing industry, the internet, social media, tv, radio and many more. Each week, we will focus on one particular form of media and consider its history, before moving on to analyse its role in today's society and its future. To do this, we will use a wide range of case studies relating to elections, referendums, conspiracies, celebrity culture, censorship, and many more.</p> <p>You will develop a keen awareness of the importance of media from this and have a sound understanding of how the industries look today. This will put you one step ahead of many candidates on the job market as digital proficiency and understanding media is vital to many positions and businesses.</p>
6b. Outline Content
<ul style="list-style-type: none"> <li>• The history, present and future of media (broadly defined).</li> <li>• The rise of the internet and social media.</li> <li>• The publishing industry, such as fiction and non-fiction books and magazines.</li> <li>• Audio forms of media such as radio and podcasts.</li> <li>• Visual forms of media such as film and tv.</li> <li>• Advertising and marketing.</li> </ul>

**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	Explain why and how media is important in today's society.
2	Knowledge and Understanding	Understand the continuities and changes in the different types of media people use.
3	Intellectual, practical, affective and transferrable skills	Use various forms of media effectively.
4	Intellectual, practical, affective and transferrable skills	Use what you have learned in this module to promote yourself to potential employers in media.

**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	Seminar 1 hr x 12 weeks
Student managed learning	126	1-4	Student managed learning, seminar preparation and assignment writing and research.
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 (%)
Media Task 2000 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]