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Title: Media Texts
Status: Definitive
Code: **4101MEDCUL** (122121)
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Joanne Knowles	Y
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Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 36
Total Learning Hours: 200 **Private Study:** 164

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 words annotated bibliography	30	
Essay	AS2	2000 words essay	70	

Aims

1. To introduce students to a range of methods for studying media texts.
2. To provide students with an understanding of key theories for the analysis of media, communication and cultural texts.

3. To examine the key concept of media representation, illustrating its relevance for an understanding of contemporary socio-cultural debates.

Learning Outcomes

After completing the module the student should be able to:

- 1 Undertake critical reading and comprehension which demonstrates knowledge of media analysis.
- 2 Demonstrate an understanding of the principles and methods involved with different approaches to the analysis of media texts.
- 3 Apply their understanding of approaches to textual analysis to a self-selected case study.
- 4 Be able to use the proper academic form in checking referencing.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

1500 words essay	1	4
2000 words essay	2	3

Outline Syllabus

Introduction to media texts and meaning making; Media Representation; Stereotyping; Semiotic analysis; Genre analysis; Mise-en-scene.

Learning Activities

Lectures, Seminars, Workshops.

Notes

This module introduces students to the referencing system used by the Programme and the significance of referencing and avoiding plagiarism.