

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Media Context and Production
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	3
<b>4</b>	<b>Module Code</b>	MED3002

<b>5</b>	<b>Module Overview</b>
<p>The purpose of this module is to introduce you to the key concepts aligned to studying media and communication. The module will focus on making connections between theory and practice and will support your wider understanding of the media industry and the context of your own work. You will have the opportunity to engage with theoretical perspectives that focus on the political economy of the media which will enable you to see how media texts are shaped by the organisation, ownership and regulation of the media industry. You will identify and reflect on political, moral and ethical issues raised by the relationships between the media, culture and ideas of power in local, national and international contexts.</p>	

<b>6</b>	<b>Indicative Content</b>
<ul style="list-style-type: none"> <li>• Lectures/ workshops/ group activities to introduce the module content</li> <li>• An opportunity for you to explore theoretical concepts in your own practice</li> <li>• Group tutorials/ seminars focussing on critical debate and discussion</li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
	<b>1</b> Plan and organise research of a specific sector of the media industry.
	<b>2</b> Identify methods of enquiry used in media analysis.
	<b>3</b> Demonstrate an understanding of how theoretical concepts link to your own media practice.
	<b>4</b> Apply theoretical perspectives to a study of the media.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1	X		
2	X		
3			X
4	X		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	80
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	80
<b>Private Study (PS)</b> includes preparation for exams	40
<b>Total Study Hours:</b>	200