

Module Code	AC-1202			
Module Title	Introduction to Media Studies			
Type of Module:	Major/Breadth			
Modular Credits: 4	Student Workload:	8 hours per week		
	Contact hours:	2 hours per week		
Prerequisite:	None			
Antirequisite:	None			
Aims/Objectives/Rationale:				
<p>The first aim of this module is to introduce the key theories and concepts of media studies. The second aim is to introduce a variety of methods by which media practices and products can be analysed from different perspectives. The final aim is to provide opportunities for students to create media products and provide a rationale for their contents.</p>				
Module Content :				
<p>The module will first look at key concepts of media studies including semiotics, denotation and connotation, image analysis, narrative structures, representation and celebrity, ideology and power, and audience. The module will then explore some of the practices of media production and media research. Finally, the module will introduce some of the current issues, such as globalization, media ethics, and regulation.</p>				
Assessment	Examination: (2 hours)	40 %	Coursework: Analyses of one media texts using different methods (20%) Oral presentation of a case study of one aspect of representation (10%) Collection of a portfolio of items (research papers, newspaper articles, graphics etc) related to one aspect of the media (15%) Oral presentation based on information contained in the portfolio (15%)	60 %
Textbook(s)/References :				
Branston, G., & Stafford, R. (2006). <i>The media students' book</i> . London: Routledge. Chandler, D. (2007). <i>Semiotics : The basics</i> . London: Routledge. Curran, J., & Morley, D. (2005). <i>Media and cultural theory</i> . London: Routledge. Durham, M. G., & Kellner, D. M. (Eds.) (2001). <i>Media and cultural studies: KeyWorks</i> . Oxford: Blackwell. Thussu, D. K. (2009). <i>Internationalizing media studies</i> . London: Routledge				