

<b>Module Code</b>	:	AC-2203		
<b>Module Title</b>	:	A History of the Media and their Influences		
<b>Programme</b>	:	Bachelor of Arts		
<b>Type of Module</b>	:	Core/ Breadth/ Minor Core		
<b>Modular Credits</b>	:	4	<b>Student Workload:</b>	8 – 10 hours per week
			<b>Contact Hours:</b>	2 hours per week
<b>Prerequisite</b>	:	None		
<b>Anti-requisite</b>	:	None		
<b>Aims :</b>				
<p>This is an interdisciplinary module which is intended to be of interest to both students of the media and historians. It aims to give media students some historical depth to their study so that they fit their study of contemporary media into a wider historical framework and are therefore better able to understand the media today. It will also help them to understand media theory better since such theory is centrally concerned with the relationship between different media, both contemporary and historical. For history and sociology students, the history of the media is an area which is vital to the understanding of modern social and cultural history but which is not covered in most modules in these areas.</p>				
<b>Module Content :</b>				
<p>The module will look at the development of the mass media since printing, how the media have been affected by the society of the time and how they affected society in their turn. The media covered include newspapers, radio, film and television, but more important than the details of individual media is the interaction between different media and society and the effect of the various media on each other. Contemporary media theory sees each medium in the context of other media which it replaces, changes, influences and supplants, so this interaction will be the unifying theme of the module.</p>				
<b>Assessment :</b>	<b>Examination :</b>	<b>40%</b>	<b>Coursework :</b>	<b>60%</b>
	2 hours		Oral presentation	20%
			Report	20%
			Comparative analysis report	20%
<b>Textbook(s)/References :</b>				
<p>Bolter, J.D. &amp; Grusin, R. (2000). <i>Remediation: Understanding new media</i>. Cambridge, MA: MIT Press.</p> <p>Briggs, A. &amp; Burke, P. (2005). <i>A social history of the media: From Gutenberg to the internet</i>. (2<sup>nd</sup> ed.). Cambridge: Polity.</p> <p>Chapman, J. (2005). <i>Comparative media history: An introduction: 1789 to the present</i>. Cambridge: Polity.</p> <p>Cramer, J.M. (2009). <i>Media/History/Society: A cultural history of US media</i>. Hoboken, N.J.: Wiley-Blackwell.</p>				