

<b>Module Code:</b>	:	AC-4302		
<b>Module Title:</b>	:	Political Economy of the Media		
<b>Programme</b>	:	Bachelor of Arts		
<b>Type of Module:</b>	:	Option/ Breadth		
<b>Modular Credits:</b>	:	<b>4</b>	<b>Student Workload:</b>	8-10 hours per week
			<b>Contact hours for timetabling:</b>	2 hours per week
<b>Prerequisite:</b>	:	None		
<b>Antirequisite</b>	:	None		
<p><b>Aims:</b> This module aims to explore how economic and political forces influence production of media content of Media organizations at local and international levels. The module examines economic concepts such as market and competition as they relate to media organizations; emphasis will be made on the effect of advertising and marketing considerations on news decision-making. The module will also explore technological advances and convergence of media forms and their impact on media output.</p>				
<p><b>Module Content:</b></p> <ul style="list-style-type: none"> <li>• Digitalization and its consequences for media economics and media policy;</li> <li>• Migration of online advertising revenue and its implications on the print industry;</li> <li>• Online Piracy and other infringements of intellectual property rights;</li> <li>• Audience shifting from being passive consumers towards active engagement and productivity;</li> <li>• Technological change affecting the production, distribution and consumption of media artefacts;</li> <li>• The implications of the shift from mass to niche audiences.</li> <li>• Changes in distribution channels affecting business models in the commercial media and the viability of public service media;</li> <li>• Governments, political parties and the media;</li> <li>• Regulations governing the media and telecommunications industries.</li> </ul>				
<b>Assessment :</b>	<b>Examination :</b>	<b>40%</b>	<b>Coursework:</b>	<b>60%</b>
	(2 hours)		One mid-term test	20%
			One essay	20%
			One presentation	20%