

Module Code:	MCT303
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Module Title:	Media Communication
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Level:	3	Credit Value:	20
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Cost Centre(s):	GAJM	JACS3 code:	P200
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Faculty:	Faculty of Arts, Science And Technology	Module Leader:	Angela Ferguson
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Media and Communications (with Foundation Year) SUBJECT TO VALIDATION	✓	<input type="checkbox"/>
BSc (Hons) Music Technology (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Sound Technology (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Television Production Technology (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Live Sound (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Sound Design (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Radio production (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Professional Sound and Video (with Foundation Year)	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: 12/12/2018

With effect from: 01/09/2019

Date and details of revision:

Version no:1

Version no:

Module Aims

This module will provide an introductory overview of communication as a tool for media professionals. It will introduce students to concepts of message delivery and provide a foundation level knowledge of public relations and communications theory and practice.

Intended Learning Outcomes

Intended Learning Outcomes:

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

1	Demonstrate awareness of the benefits of social media for communication purposes.	KS1	KS3
		KS6	
2	Research and engage with a series of tasks, bearing in mind relevant media law constraints regarding use of content	KS1	KS3
		KS4	KS5
		KS6	KS9
3	Apply theory to research and work on a topic of their choice, subject to the tutor's approval	KS1	KS2
		KS4	KS5
		KS6	KS8
4	Demonstrate introductory knowledge of public relations and marketing communications theory	KS4	KS5
		KS6	KS7

Transferable skills and other attributes

Communication, content creation, working in teams, individual dependency, information assimilation.

Derogations

None

Assessment:

Indicative Assessment Tasks:

For the first assessment, students will research and produce a series of tasks on topics approved by the tutor. (These may take the form of: written word, recorded audio/video, online content, or other appropriate media).

For the second assessment, students will research and produce a detailed plan for a media product, with the concept and content being subject to the approval of the course tutor.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2	Portfolio	50	n/a	1250
2	3, 4	Project	50	n/a	1250

Learning and Teaching Strategies:

The module will be delivered using a combination of lectures, seminars, workshops, individual tutorials and guided learning to support the lecture, seminar and workshop content. External speakers from industry will also be used to add extra content and specialism to lectures.

Syllabus outline:

Content will include introductory level knowledge of:

- Social media for professionals
- How to blog
- How to raise your media profile
- Research skills for media professionals
- Basic introduction to media law in relation to social media
- Public Relations theory and practice

Indicative Bibliography:

Essential reading

Theaker, A. (2011), *The Public Relations Handbook*. (4th ed). Abingdon: Routledge.

Other indicative reading

Pulford, C. (2001), *JournoLISTS*. Banbury: Ituri.
 Hicks, W. (2008), *Writing for Journalists*. (2nd ed). London: Routledge.