

MODULE SPECIFICATION FORM

Module Title: Language, Rhetoric and Communication	Level: 4	Credit Value: 20
---	----------	------------------

Module code: HUM473	Cost Centre: GAJM	JACS3 code: P300/P500
---------------------	-------------------	-----------------------

Trimester(s) in which to be offered: 1	With effect from: September 2015
--	----------------------------------

Office use only: To be completed by AQSU:	Date approved: September 2014 Date revised: October 2015 Version no: 2
---	--

Existing/New: Existing	Title of module being replaced (if any):
------------------------	--

Originating Academic Department: Media, Arts & Design	Module Leader: Thomas Llywarch
---	--------------------------------

Module duration (total hours): 200 Scheduled learning & teaching hours: 48 Independent study hours: 152	Status: core/opton/elective Core (identify programme where appropriate):
---	---

Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications	Pre-requisites per programme (between levels):
---	--

<p>Module Aims:</p> <p>This module is designed to cover basic knowledge and understanding of forms of media communication, and the nature of communication. It includes practice-based approaches to communication theory, sender/message/receiver, and the key elements of semiotic theory, including codes of communication, connotation/denotation and discourse analysis. There is also consideration of language and rhetoric in various forms of media communication, and</p>
--

opportunities for the analysis of the ways in which media texts persuade and control readers, audiences and viewers. A third dimension to the module considers the social and cultural dimensions of media communications, including mapping of the “media landscape” and issues of the media’s impact and control of the audience and viewer.

Intended Learning Outcomes

Knowledge and Understanding

Students will be able to:

1. Understand the role played by mediation in shaping public perceptions and the ‘world view’ of the consumer. (KS1, KS3, KS6 and KS7)
2. Relate theories of communication and ‘meaning making’ to the regimes and conventions of professional practices within the media. (KS1, KS3)
3. Demonstrate awareness of the various ways in which commercial and political pressures shape media products, in both a national and global context. (KS1, KS3)

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self management)
10. Numeracy

Assessment; Indicative assessment

In assessment 1 students will be required to produce a critical analysis of an aspect of communication theory dealt with in the module. In assessment 2 students will be required to research, plan and produce their own media product utilising the theories and concepts covered in the module and then critically evaluate it.

Type of assessment	Learning Outcomes to be met	Assignment	Weighting	Duration (if exam)
Assessment 1	1	Essay	50%	2000 words
Assessment 2	1, 2 and 3	Project	50%	2000 words (equiv)

Learning and Teaching Strategies:

The module will be delivered via lecture and seminar with an emphasis on providing students with the tools required for the research, planning, production and critical analysis of media products, and with information on the dynamics of the communications industries.

This process will be complemented by small group exercises in practical research, planning, production, analysis, evaluation, writing and presentation skills.

Syllabus outline:

The module will consider theories of communication and audience reception, theories of semiotics and the analysis of media texts, and exercises involving the practical analysis of selected TV, radio, advertising, new media and print items to explore issues of culture and shared assumptions, information management and opinion forming, rhetoric and language, persuasion etc. A range of media products will be investigated and evaluated in the light of key thinkers and academics including Roland Barthes, Baudrillard, Judith Williamson and Jonathan Bignall etc. The key themes covered by the module will include the following:

- Using cultural 'sign systems' to transmit and receive meaning
- Employing language to negotiate, inform or persuade an audience or interest group
- Creating persuasive and appropriate forms of communication
- Developing and using inter-personal, voice and projection skills
- Using communications to influence opinion and change minds
- Managing and controlling key messages and issues
- Devising appropriate communications strategies
- Developing & structuring action-plans to achieve client objectives.

Bibliography

Essential Reading:

Bignell, J. (2002), *Media Semiotics: An Introduction* (2nd Edition) NY/Manchester: Manchester University Press.

Bignell, J. (2001), *Postmodern Media Culture*. Edinburgh: Edinburgh University Press

Burton, G. (2002), *More than Meets the Eye: An Introduction to Media Studies*. 3rd ed. New York: Arnold.

Jenkins, H. (2008), *Convergence Culture* 2nd ed. New York: New York University Press.

Other indicative reading:

Barthes, R. (1997), *Elements of Semiology*. Reissue edition from 1997. New York: Atlantic Books.

Barthes, R. (2009), *Mythologies*. London: Vintage Classics

Barthes, R. (1993), *Image, Text, Music*. New edited edition. London: Fontana Press

Berger, A. (1990), *Essentials of Mass Communication*. London: Sage.

Critcher, C. (2003), *Moral Panics and the Media*. Buckingham: Open University Press.

Dyer, G. (1983,) *Advertising as Communication*. London and New York: Routledge.

Geraghty, C. and Lusted, D. 1998) *The Television Studies Book*. New York: Hodder Arnold.

Glasgow University Media Group (1993) *Getting the Message: News Truth & Power* London & New York: Routledge.

Inglis, F. (1990), *Media Theory: An Introduction*. Chichester: Wiley-Blackwell.

Journals

New Review of Film and Television Studies

Critical Issues in Television: The International Journal of Television Studies