

Module Specifications

Year/Level: 5
 Programme: Mass Communications

Module:	Magazine Design	Module Code:	5FHE2003	Credits:	15
Module Description:				Mandatory	

The aims of this module are to enable students to:

- develop an understanding of information design for publishing
- design magazines for a target readership
- critically evaluate publications available in print or online
- make sound judgements in design, based on an understanding of layout principles and appropriate critical and contextual understanding
- work within professional, moral and ethical frameworks

Module:	Radio Journalism	Module Code:	5FHE2001	Credits:	15
Module Description:				Mandatory	

The aims of this module are to enable students to:

- gain the basic skills employed by radio journalists
- understand the theory of radio journalism in relation to contemporary debates about journalism and broadcasting
- understand and be able to apply news values, as well as legal and ethical requirements specific to radio journalism

Module:	Research Methods in Media Communications	Module Code:	5FHE2000	Credits:	15
Module Description:				Mandatory	

The aims of this module are to enable students to:

- engage with the main research methods used in Media and Communication Studies
- develop transferable academic skills, such as choosing a research topic and conducting a literature review
- apply the appropriate techniques to critique the basic principles of media research and the means by which to devise research questions
- gain knowledge of and be able to select appropriate methodologies.

Module:	Film Production	Module Code:	5FHE2005	Credits:	15
Module Description:				Mandatory	

The aims of this module are to enable students to:

- develop a detailed understanding of the relationship between the theory and the practice of communicating through visual time-based media
- develop a detailed understanding of the technical aspects of film production and editing
- gain first-hand experience of group based creative development, planning and film production
- develop a detailed understanding of the legal, ethical and safety frameworks in which professional production take place

Module:	Journalism Skills: Features	Module Code:	5FHE2007	Credits:	15
Module Description:				Mandatory	

The aims of this module are to enable students to:

- develop their understanding of, and skills in, feature writing
- develop their awareness of the magazine market and the workings of the magazine industry
- apply current legal, regulatory, and ethical principles to their feature writing

Module:	US Cinema: From Studio Era to Digital Age	Module Code:	5FHE2006	Credits:	15
Module Description:				Mandatory	

The aims of this module are to enable students to:

- gain an understanding of the development of US cinema from the 1930s to the present day in a national and global context
- develop an understanding of the social, cultural and political histories from which US cinema has emerged
- develop their understanding of the interconnectedness between texts and contexts, and of the shifting configurations of communicative, cultural and aesthetic practices, systems and industrial relationships via textual and socio-historical analysis.

Module:	New Media Branding	Module Code:	5FHE2004	Credits:	15
Module Description:				Mandatory	

The aims of this module are to enable students to:

- develop skills of design and visual presentation which demonstrate a consistent brand or identity from the perspective of New Media Publishing
- develop an understanding of their own professional identity through visual design
- create a set of consistent design styles that can be used in a number of media.

Module:	Video Feature	Module Code:	5FHE2002	Credits:	15
Module Description:				Mandatory	

The aims of this module are to enable students to:

- develop a clear understanding of the role of short videos in online publications
- use journalistic skills to investigate, research and prepare rich and engaging stories for video
- gain technical skills in the making of short films, including use of the camera, audio recording, lighting, video editing and web uploading
- work safely in video story production, with professional regard for industry standards in health and safety and risk assessment
- work within professional legal, and ethical frameworks.