

Module Specifications

Year/Level: 6
Programme: Mass Communications

Module:	Web Design for Media Professionals	Module Code:	6FHE2032	Credits:	30
Module Description:					Mandatory

The aims of this module are to enable students to:

- develop an understanding of the structure and design of websites in order to plan and document the design of a publishable web-based project for a range of desktop and mobile devices within an appropriate legal framework

Module:	Corporate Communications	Module Code:	6FHE2001	Credits:	15
Module Description:					Mandatory

The aims of this module are to enable students to:

- appreciate the body of theoretical knowledge that underpins the discipline of corporate communication
- have an in-depth understanding of the principles upon which the profession is organised, practiced, and regulated
- formulate and implement corporate communication plans and associated activities
- learn how to manage corporate communications within a variety of different contexts

Module:	Television Drama	Module Code:	6FHE2004	Credits:	15
Module Description:					Mandatory

The aims of this module are to enable students to:

- gain a detailed understanding of the development of contemporary television drama in a series of generic, national and global contexts
- recognise the different ways in which current developments in contemporary television drama can be understood in terms of technological change, and media convergence
- refine an understanding of the interconnectedness of texts and contexts, and of the shifting configurations of communicative, cultural and aesthetic practices, systems and industrial relationships in contemporary television drama
- build upon the connections made between textual analysis and critical appreciation with theoretical analysis, critiquing traditional concepts of 'quality television' and 'cult texts'
- gain a detailed understanding of the historical evolution of particular genres, aesthetic traditions and forms, and of their current characteristics and possible future developments of television drama

Module:	Media Project	Module Code:	6FHE2005	Credits:	30
Module Description:					Mandatory

The aims of this module are to enable students to:

- evaluate a client brief or case study, respond with proposals for a media solution and create a multimedia package to a client brief or as a response to a case study using appropriate software
- develop appropriate time management skills in the successful completion of an independent media project.

Module:	Music, Celebrity and Media	Module Code:	6FHE2002	Credits:	15
Module Description:					Mandatory

The aims of this module are to enable students to:

- conceptualise the transition from traditional to new media practices
- examine in depth an emerging field of the media industries
- and develop theoretical knowledge and apply this to the production producing digital media content

Module:	Careers in Campaigning	Module Code:	6FHE2000	Credits:	15
Module Description:					Mandatory

The aims of this module are to enable students to:

- examine a number of specialist fields in the media industries
- demonstrate their skills and knowledge in different industry sectors
- develop an in depth understanding of important transferable skills such as teamworking, public speaking, presenting and pitching through a theoretical engagement with and reflection on these skills
- explore a variety of employment opportunities available within Media Communications