

**Module Specifications**

Year/Level: 4  
 Programme: Mass Communications

**Module:** Introduction to Media Communications **Module Code:** 4FHE2000 **Credits:** 15

**Module Description:** **Mandatory**

The aims of this module are to enable students to:

- familiarise themselves with some key theories applied in media studies
- gain a broad understanding of the structure and economic foundations of the media industry in the UK
- be aware of key debates and concepts within media and communication studies.

**Module:** Introduction to Journalism **Module Code:** 4FHE2005 **Credits:** 15

**Module Description:** **Mandatory**

The aims of this module are to enable students to:

- begin to understand the essential skills of researching print news and features
- begin to understand the essential skills of writing print news and features
- to understand the role of the journalist, publisher and audience in the media industry

**Module:** Introduction to Film Criticism **Module Code:** 4FHE2002 **Credits:** 15

**Module Description:** **Mandatory**

The aims of this module are to enable students to:

- be introduced to the close textual analysis of moving image texts
- begin to critically examine how meaning and symbolism is communicated through the moving image
- begin to develop a broad knowledge of the key moments and technical innovations in moving image history
- begin to have a broad knowledge and understanding of some of the ways in which moving image texts interact with wider cultural, historical and political contexts.

**Module:** Visual Communication **Module Code:** 4FHE2007 **Credits:** 15

**Module Description:** **Mandatory**

The aims of this module are to enable students to:

- develop an awareness of visual communication necessary to design for a target audience
- develop a broad understanding of the range of skills which may be used with an image-manipulation program
- develop an awareness of professional practices

**Module:** Journalism Skills: Multiplatform **Module Code:** 4FHE2004 **Credits:** 15

**Module Description:** **Mandatory**

The aims of this module are to enable students to:

- develop online news stories, including audio and video storytelling for multiplatform journalism
- explore and understand the latest trends in curating and packaging online news stories for online platforms

**Module:** Sound and Image Storytelling **Module Code:** 4FHE2028 **Credits:** 15

**Module Description:** **Mandatory**

The aims of this module are to enable students to:

- develop an awareness of audio and video communication for delivery of content to a target audience.
- develop a broad understanding of audio and video literacies and technical skills in the use of audio and video editing software

**Module:** Global Media and Society **Module Code:** 4FHE2001 **Credits:** 15

**Module Description:** **Mandatory**

The aims of this module are to enable students to:

- understand some of the ways that communication studies has theorised the political role of the media
- critically assess the representation of global societies within a range of media products
- compare the organisation of media institutions across different national contexts
- and understand the relationship between different political models, histories and social structures and the organisation of the media

**Module:** Genre, Style and Stars **Module Code:** 4FHE2003 **Credits:** 15

**Module Description:** **Mandatory**

The aims of this module are to enable students to:

- begin to gain an understanding of key theoretical and aesthetic approaches involved in the study of the moving image in relation to genre, celebrity and film /TV style
- begin to understand the connections between textual analysis and critical appreciation of film and to support or challenge these via theoretical analysis of genre, celebrity and film/TV style
- understand some of the ways in which film and television interacts with wider cultural, historical and political context