

MODULE SPECIFICATION PROFORMA

<b>Module Title:</b>	The Media Business 1	<b>Level:</b>	4	<b>Credit Value:</b>	20
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<b>Module code:</b>	HUM435	<b>Is this a new module?</b>	No	<b>Code of module being replaced:</b>	
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<b>Cost Centre(s):</b>	GAJM	<b>JACS3 code:</b>	P300
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<b>With effect from:</b>	September 17
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<b>School:</b>	Creative Arts	<b>Module Leader:</b>	Jon Simcock
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Scheduled learning and teaching hours	48 hrs
Guided independent study	152 hrs
Placement	0 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered</b>	Core	Option
BA (Hons) Broadcasting, Journalism and Media Communications	✓	<input type="checkbox"/>
BA (Hons) Journalism	✓	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

<b>Pre-requisites</b>
None

Office use only

Initial approval: September 14

Date of revision: April 17

Have any derogations received LTQC approval?

Version: 3

Yes  No  N/A ✓

**Module Aims**

To appreciate the business of the media and prepare learners for the working environment.

**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 a broad understanding of the economic forces that frame the media, cultural and creative industries, and the role of such industries in specific areas of contemporary political and cultural life.	KS1	KS2
		KS4	KS8
2	Understand how to evaluate and draw upon the range of sources and the conceptual frameworks appropriate to research in the chosen area.	KS3	KS5
		KS6	
3	Produce portfolio work which demonstrates an understanding of media forms and structures, audiences and specific communication registers.	KS1	KS4
		KS6	KS9
4	Demonstrate a basic ability to retrieve and generate information, and evaluate sources, in carrying out independent research then organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms.	KS1	KS5
		KS7	KS10
5	Reflect upon their own work reference to a series of sources to write an ongoing reflective journal, including a bibliography with Harvard Referencing.	KS1	KS5

Transferable skills and other attributes			

<b>Derogations</b>
None

<b>Assessment:</b>					
<b>Indicative assessments:</b> A 4,000-word portfolio of original academic writing, including academic references and Harvard Referencing, showing critical analysis of three central themes of the Media Business module. Candidates can choose three essay titles from a range of questions exploring each of the areas of the media covered during the module.					
Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-5	Portfolio	100%		4,000

<b>Learning and Teaching Strategies:</b>
<ul style="list-style-type: none"> <li>• Formal lectures covering dynamics of the media industry</li> <li>• Tutor-led practical seminars based on producing practical material</li> <li>• Support tutorials to consult on portfolio work</li> </ul>

<b>Syllabus outline:</b>
<p>An introduction to the media industry and consideration of new forms of publishing</p> <p>Explore current issues in regulation and legislation, reflecting how this informs current practice</p> <p>A basic summary of the types of contracts and job roles within the media</p> <p>A look at key institutions, ownership and funding</p> <p>A look at key players in the media business and how their influence has changed</p> <p>Sourcing case studies to compile a portfolio of work based on interviews with current practitioners</p>

**Bibliography:**

**Essential reading**

Evans, H.& Crawford, G. (2000), *Essential English for Journalists, Editors and Writers*. Fully Revised ed. London: Pimlico.

Hargreaves, I. (2005) *Journalism A Very Short Introduction*. Oxford: Oxford University Press.

Pulford, C. (2009), *Byliners: 101 Ways to be a Freelance Journalist*. Daventry: Ituri

Media Guardian website. Available at [www.theguardian.com/media](http://www.theguardian.com/media)

BBC College of Journalism website. Available at [www.bbc.co.uk/journalism](http://www.bbc.co.uk/journalism)

Press Gazette website. Available at [www.pressgazette.co.uk](http://www.pressgazette.co.uk)

**Other indicative reading**

Marr, A. (2004), *My Trade: A Short History of British Journalism*. Basingstoke & Oxford: Macmillan

Hold the Front Page website. Available at [www.holdthefrontpage.co.uk](http://www.holdthefrontpage.co.uk)