

MODULE DESCRIPTOR

MODULE TITLE	INTRODUCTION TO MEDIA LITERACY		
MODULE CODE	TE1904 (L4)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF SCIENCES		

MODULE AIMS

This module aims:

- a) To introduce concepts and terminology related to Media.
- b) To introduce working practices, standards, recommendations and specifications related to the Media Industry.
- c) Help students understand and classify contents and different media types.
- d) To help students recognise and build industry level skills and knowledge in preparation for future work experience and employment.

MODULE CONTENT

Indicative syllabus content:

This module provides an introduction to Media Literacy and the different types of Media and Media Content. Through the module, students are introduced to a basic understanding of media and information as channels of communication and tools for advertising and the development of individuals and societies. The module also aims to develop creativity and critical thinking as well as responsible users and competent producers of media and information.

Module topics include the Evolution of Traditional to New Media, Information Literacy, Legal, Ethical, and Societal Issues in Media and Information, Fake Vs Real News, and Current and Future Trends of Media and Information.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Explain different types of Traditional and New Media together with their relationships and differences.
2. Evaluate different types of Media Content.
3. Recognise current trends in media and information and how they can affect individuals and the society as a whole.
4. Evaluate the reliability and validity of media information and sources using selection criteria.

TEACHING METHODS

The module will be delivered through a combination of lectures, discussion, problem-solving, reading, researching, writing, and interaction with the tutor and other students, which are used to help students gain knowledge about the topic area. Workshops and projects may incorporate both individual and group learning.

During this module, student preparation and participation will play an important role in the overall learning environment. Substantial preparation will be required. Students will need to be prepared to apply concepts learned throughout the module, integrate them into tasks, and use their critical thinking skills, logical analysis, and creativity.

Students are required to attend all timetabled learning activities for this module. Participation in the workshops is important for both their learning experience and that of their classmates.

ASSESSMENT METHODS

This module is assessed through one Group Brief and one Individual Brief.