

MEDIA, ARTS AND DESIGN (COMMUNICATIONS) MODULES

Level and Module Code / Title	Semester One	Semester Two
LEVEL 4 (Introductory Level)		
MMSF400 Introducing Media and Society	✓	
2BMU403 Music and Identity		✓
2FBM404 Fashion, Trends and Contemporary Culture	✓	
2FMM401 Merchandising in the Fashion Industry	✓	
2FTP411 Introduction to Theories of Film		✓
2ILL417 Strategies and Concepts in Art and Design	✓	
2ILL418 Introduction to the Mass Media		✓
2MED443 Approaches to Media	✓	
2MED444 Space/Place: Text/Context		✓
2MMA412 Modern Art in London	✓	✓
2MUS415 Business for Creative People	✓	(TBC)
2PHO433 Photography and Visual Culture	✓	
LEVEL 5 (Second Year Level of UK Degree)		
2FLM510 Film Related Theory	✓	
2FTP516 Cinema; Dream and Fantasy		✓
2GRA521 Social Context for Design and Information	✓	
2MED522 New Media Related Theory	✓	
2MSF501 Media Transformations	✓	
2MSP502 Specialist Public Relations (Subject to Prior Knowledge in Field)		✓
2MUS511 International Music Markets	✓	
2PHO529 Photo-Related Theory	✓	
4WBS504 Internship Toolkit Module	✓	✓
LEVEL 6 (Third Year Level of UK Degree)		
2FMM611 Global Sourcing and Product Development	✓	
2MED608 Contemporary Issues in Media Policy		✓
2MTH603 Cultural Industries and Media Markets		✓

2MTH604 Media Around the Globe	✓	
2MTH605 Religion and the Media	✓	

INTRODUCING MEDIA AND SOCIETY

Module Code MMSF400, Credits 4

The module introduces key debates about the social, political and economic significance of the media and their institutions, and how these are changing. Focusing on some of the main theories concerning the relationship between media and society the module also introduces participants to online distribution and social networking, allowing them to consider the relationship of those systems with more traditional media and their social implications.

MUSIC AND IDENTITY

Module Code 2BMU403, Credits 4

In this module you will explore a range of key texts relating to the black origins of commercial music; music and global cultural influence; music and gender; musical and political structures; and music in a sense of place.

MERCHANDISING IN THE FASHION INDUSTRY

Module Code 2FMM401, Credits 4

This module will enable you to gain an understanding of the economic and cultural importance of the fashion industry in the business world, its characteristics and global relationships. You will analyze the merchandising function and the different merchandising responsibilities in various types of organizations.

INTRODUCTION TO THEORIES OF FILM

Module Code 2FTP411, Credits 4

The module aims to introduce some of the basic concepts informing the principal critical debates around film and television.

STRATEGIES & CONCEPTS IN CONTEMPORARY ART & DESIGN

Module Code 2ILL417, Credits 4

This module will introduce and examine a range of visual strategies and concepts which have informed and been developed out of art and design practices during and since the twentieth century. It will consider these strategies in relation to the specific cultural, intellectual, and political contexts with which they are associated. It will also highlight appropriate critical frameworks for the discussion and deconstruction of artistic strategies and concepts.

INTRODUCTION TO THE MASS MEDIA

Module Code 2ILL418, Credits 4

The following specific subject areas are set within the context of debates about the function and value of mass media, and popular culture. The module concentrates on image media e.g. film, television, advertising, print media, photography. Industry and Institutions – the contexts in which mass media images are produced and circulated. Media Texts – analysis of media texts included basic semiotics, narrative structure, visual techniques, and issues of representation. Audience – debates around media effects and how audiences use the media, the role of the mass media images in creating and reinforcing identity. Technology – the role of mass media technologies in contemporary society and possible future scenarios.

APPROACHES TO MEDIA

Module Code 2MED443, Credits 4

This module is an introduction to media histories and theories. Particular attention is given to the social and cultural roles of the media, as well as to place the development of particular media practices into a

wider historical and philosophical framework. Debates centre on the construction of identities within these frameworks.

SPACE/PLACE: TEXT/CONTEXT

Module Code 2MED444, Credits 4

This module provides critical and analytical tools for the study of moving image, new media, photography and audio. Focusing on cities, we will examine representation of space and place, within the context of history, identity and geo-politics.

MODERN ART IN LONDON

Module Code 2MMA412, Credits 4

TO BE TAUGHT AT REGENT STREET – STUDY ABROAD STUDENTS ONLY

This module introduces students to modern art in London, and explores work from the Impressionists to the present day. Topics will include study of the major developments in twentieth century art, including Cubism, Surrealism, Pop Art, Conceptual art etc. through the Young Brit. Artists (Damien Hirst, Tracey Emin etc.), the Turner Prize, and the contemporary art scene in London. Teaching will be through visits to galleries etc., with lectures and seminars to discuss the work; assessment will be through workbooks produced in response to the program.

BUSINESS FOR CREATIVE PEOPLE

Module Code 2MUS415, Credits 4

This module is designed for those students who wish to work as freelancers or sole traders in the creative side of the music industry. It will provide business skills to allow them to work effectively.

PHOTOGRAPHY AND VISUAL CULTURE

Module Code 2PHO433, Credits 4

Through a series of lectures, this theory module will introduce you to a range of key concepts used in current cultural debates, particularly in relation to photography. Concepts considered will include: realism, history, art and culture, spectatorship, representation, ideology, stereotypes (e.g. race, gender).

FILM RELATED THEORY

Module Code 2FLM510, Credits 4

The aim of this module is for you to develop an understanding of key debates in film theory in the areas of narrative and myth and documentary and realism. It also aims to introduce the theory of a culturally and historically broad range of film practice.

CINEMA, DREAM AND FANTASY

Module Code 2FTP516, Credits 4

The module examines the intellectual and popular uses of the analogies made between cinema and dream and daydream and the changing permutations made between film, video and digitally manipulated image and fantasy. The module looks at: psychoanalysis theory in film studies; Freud's theories of the unconscious, fantasy, dreams and daydreams; voyeuristic and fetishistic structures and surrealist and poetic traditions of film-making.

SOCIAL CONTEXT FOR DESIGN AND INFORMATION

Module Code 2GRA521, Credits 4

A theory based module that introduces students to the various contexts and socio-political implications for communication and information design. Students will be introduced to the theories and practices that underpin the communication process, and will learn to evaluate and articulate their own ideas through group presentations and individual essay writing.

NEW MEDIA RELATED THEORY

Module Code 2MED522, Credits 4

The module explores how new media technologies (the computer, internet, mobile phones etc) represent and engender a shift in the way that culture is produced, distributed and consumed. Issues explored in

this module include distinctions between new media and 'old'; scrutiny of cultural practices arising from new media; and examination of new forms and modes of imaging.

MEDIA TRANSFORMATIONS

Module Code 2MSF501, Credits 4

The module focuses on changes in the media and changes in the way in which we have thought about the media over the past 120 years. It provides a firm grounding in the evolution of radio, television, journalism and PE, and explores the ways in which, over that same period, sociologists, historians, political scientists and other scholars have shaped our ideas about how the media have contributed to, and been shaped by modernity.

SPECIALIST PUBLIC RELATIONS

Module Code 2MSP502, Credits 4

Subject to prior knowledge.

The module builds on skills and learning acquired previously. It enables students to acquire, develop and reflect upon the skills required to devise and deliver pr work in a range of key specialist fields, refining and applying general principles previously studied.

INTERNATIONAL MUSIC MARKETS

Module Code 2MUS511, Credits 4

This module familiarizes you with the world's music markets, their dimensions, industry and cultural practices, regulations, piracy and material specific to individual markets. The module looks at global phenomena such as major labels and publishing operations and music broadcasters such as MTV are discussed; so are sub-cultural scenes on the internet, the holiday dance scene and 'world music'.

PHOTO-RELATED THEORY

Module Code 2PHO529, Credits 4

This module requires you to examine the historical and cultural conditions of a range of photographic work in the area of fictional and documentary imagery, to investigate the narrative capacity of photography and its functions in the constructions of 'histories' and to consider the institutional use of these texts. Reference is also made to painting, film and digital media so that you will understand the broader framework of these discourses.

GLOBAL SOURCING AND PRODUCT DEVELOPMENT

Module Code 2FMM611, Credits 4

With the massive blurring of boundaries and the amount of choice on where to source available to manufactures and retailers, implementing and executing a flexible sourcing and product development strategy is one of the keys of success in the 21st century.

CONTEMPORARY ISSUES IN MEDIA POLICY

Module Code 2MED608, Credits 4

The module will examine the policy and public interest issues raised by recent developments in the media, looking in particular at case studies within print and broadcasting. It will concentrate specifically on issues which policy-makers are now addressing, and which are becoming more urgent in the light of new technology.

CULTURAL INDUSTRIES AND MEDIA MARKETS

Module Code 2MTH603, Credits 4

Music, news, films and TV shows, newspaper and magazine articles: these cultural goods have economic features that differentiate them from other goods and serves that are bought and sold. The module explores how these features interact with the diversification of digital delivery platforms to affect supply and demand. It looks at film, broadcasting and the press, as well as file-sharing, interactivity, user generated content, pod casting and blogging.

MEDIA AROUND THE GLOBE**Module Code 2MTH604, Credits 4**

The module introduces participants to the institutional practices and patterns of media around the globe – including African, Asian, Middle Eastern, North American and European Media. Focusing on some of the main theoretical approaches to media systems and practices in different geographic locations, the module aims to identify key issues in international media and introduce comparative analyses.

RELIGION AND THE MEDIA**Module Code 2MTH605, Credits 4**

The module examines the nature of the media's treatment of religious stories, through consideration of both historic and contemporary stories, from a variety of faiths and countries. The module will consider the legislation on religious topics in various types of media and will consider whether the media treatment is rational, ethical and fair.