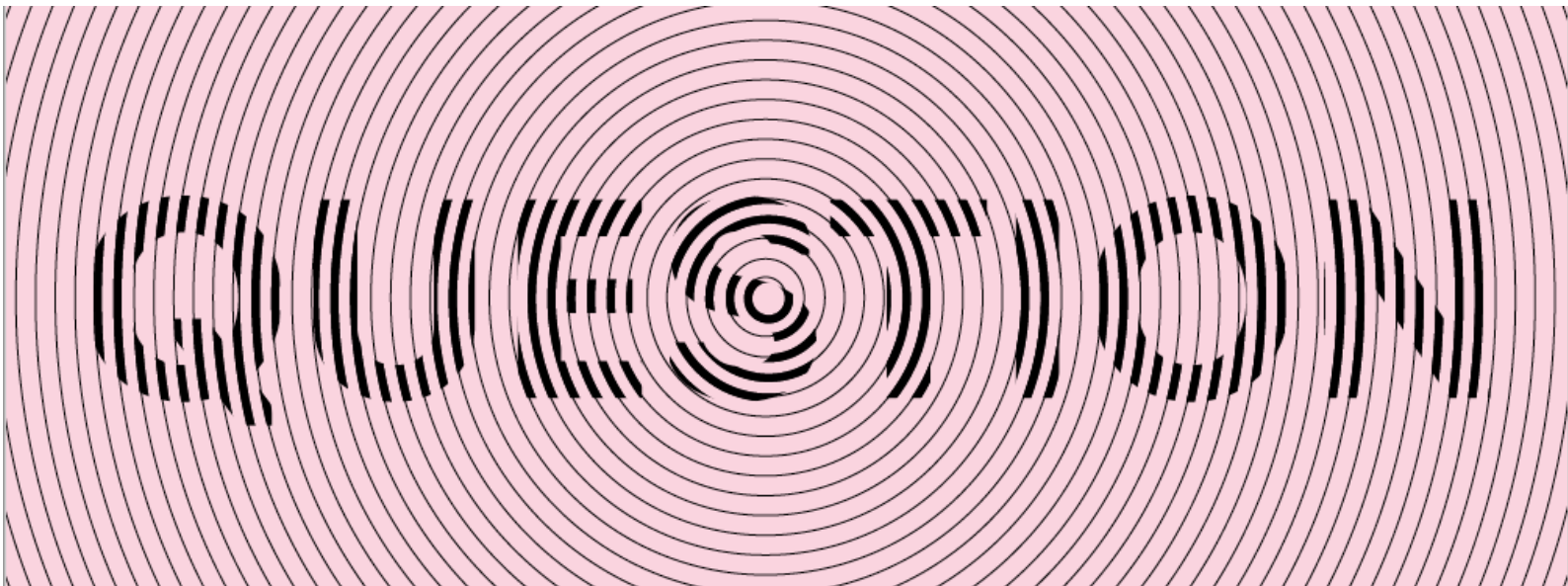




# Department of Media Studies



**MH101 BA Arts  
Media & Cultural Studies  
2<sup>nd</sup> Year Student Handbook  
2020-2021**

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## Welcome to Media Studies at Maynooth University!

Welcome to Maynooth University and the Department of Media Studies. We are delighted you have chosen to expand your understandings of all things media with us by choosing the Media and Cultural Studies second year option. We are conscious of the challenges posed by the COVID 19 pandemic but are committed to making this year a safe, engaging and interesting year of learning for all of us.

This 2020-21 Handbook is your guide to the academic year and to the guidelines in place regarding your academic study and practice work. Please read it carefully and refer to it throughout the year. A copy can also be found on our department website, [www.maynoothuniversity.ie/media-studies](http://www.maynoothuniversity.ie/media-studies)

The Handbook provides details of the modules to be completed in the Media and Cultural Studies subject and lists contact information for administrative and academic staff in Media Studies. Also included are Maynooth University Staff-Student Policies, including grades and progression information and a link to the University's policy on plagiarism.

Any specific questions you have on these policies and guidelines may be addressed to any staff member during the academic year.

The Department of Media Studies is based in the Iontas Building, on the North Campus. Anne Byrne staffs our department office and Tracy O'Flaherty staffs the English and Media Studies office.

If you have questions relating to individual modules or assignments, you should first discuss these with the lecturer teaching the programme.

I wish you all the best for the coming academic year and look forward to working with you.



Dr Anne O' Brien  
Head of the Department of Media Studies

## Contact Details

**Website:** [www.maynoothuniversity.ie/media-studies](http://www.maynoothuniversity.ie/media-studies)

**Facebook:** Media Studies at Maynooth University

**Twitter:** @MU\_MediaStudies

### **Dr Anne O'Brien**

Head of Department of Media Studies

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### **Anne Byrne**

Administrator

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Administrator

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### **Dr Denis Condon**

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Department of Media Studies

TBC

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**Dr Jeneen Naji**

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**Professor Maria Pramaggiore**

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**Dr Stephanie Rains**

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## **Module Information**

**BA Arts (Double Major)**  
**30 ECTS credits in Media Studies**

**BA Arts (Minor/Major)**  
**20 ECTS credits in Media Studies**

**All students must take MD218 and MD223**

### **Semester 1**

**Researching Media (MD218)**  
**5 ECTS Credits**

This module introduces students to key methods for systematically analyzing media texts, cultures, and practices. Students will explore the parameters of common methods for researching media. They will also be introduced to key debates and developments in the Media Studies field and how these generate the methodological principles that govern different media research methods. In seminars, students will also work in groups to develop their practical experience with and critical appraisal of a variety of research methods.

**Lecturer:** Dr Meredith Dabek

**Media and Gender (MD220)**  
**5 ECTS Credits**

This module engages students in exploring a variety of important questions regarding conceptualizations of gender in the analysis of media texts, audiences and industry practices. They will examine the history of change and continuity that defines various waves of gendered and gendering dimensions of media discourses and creative practice. Students will explore key ideas used to describe features of the relationship between gender and media in production, policy, representation, audience engagement and the place of gender in the discipline of media studies.

**Lecturer:** Dr Maria O'Brien

**Reality and Television (MD221)**  
**5 ECTS Credits**

This module examines the relationship between factual as well as fictional forms of television, the institutional context in which they are produced and the social reality in which they are situated. It considers the emergence of television as a live medium and the development of formal characteristics of reality-based television ranging from news, current affairs and factual entertainment to soap opera, docu-drama and commercials. Throughout the module, students will theorise and analyse the notion of the 'real' embedded within the logic of television,

including its institutional organization, its production context, its socio-political environment and its reception.

**Lecturer:** Dr Sarah Arnold

### **Film and Screen Studies (MD240)**

#### **5 ECTS Credits**

This class provides an introduction to film as an aesthetic, economic, and cultural phenomenon. Mastering the vocabulary associated with narrative, editing, cinematography, mise-en-scene, and sound, which are the fundamental tools required for the close analysis of film texts, lays the groundwork for the interpretive analysis of film texts. We will further consider key historical, economic and ideological contexts that inform the production and consumption of films and film genres. Topics that link to second semester modules in the Film/Screen studies elective stream will be incorporated.

**Lecturer:** Dr Denis Condon

## **Semester 2**

### **History and Theory of Documentary (MD216)**

#### **5 ECTS Credits**

From the earliest actualités to YouTube, factual filmmaking has encompassed a heterogeneity of practices that are linked by their supposed special relationship with the reality they represent. The ways in which these practices are interpreted, however, have relied on audiences' reception of them, and definition of the term documentary remains open. The module will examine key historical developments and theoretical articulations of documentary as a form encompassing the first films through wartime propaganda, ethnographic film, city-symphonies, cinéma vérité/direct cinema and both more recent feature documentaries and a wide array of non-fiction television genres. It will consider the work of such documentarists and theorists as Dziga Vertov, Robert Flaherty, John Grierson, Leni Riefenstahl, Joris Ivens, Jean Rouch, Fred Wiseman, Errol Morris, Claude Lanzmann, Werner Herzog, Michael Moore, Nick Broomfield and Alex Gibney.

**Lecturer:** Prof Maria Pramaggiore

### **Analysing Media (MD223)**

#### **5 ECTS Credits**

This module expands students' engagement with key theoretical concepts of media studies and explores their use in the analysis of primary research data. Students will use the methods and methodological understandings gained from MD218 to develop and conduct a new research project. Students will apply theoretical concepts discussed in the lecture to generate insight into their chosen media research topic. This module prepares students to undertake individual research projects in their final year.

**Lecturer:** TBA

**Media, Society and Politics (MD224)****5 ECTS Credits**

This module will examine a range of social, economic and political issues of importance in contemporary Ireland and the ways in which these are reflected in Irish media texts. It will focus upon the ways in which these reflect underlying ideologies and values, as well as identifying signs of social and structural change. The module will also explore the ways in which Irish social and political issues might be explored in a variety of media forms.

**Lecturer:** Dr Stephanie Rains, Dr Gavan Titley & Dr Maria O'Brien

**Advertising: Industry and Audiences (MD226)****5 ECTS Credits**

This module explores the relationships between advertising, audiences and media producers in order to critically examine the political economies of media production and consumption. Changing landscapes of audience behaviour, media technologies, regulatory frameworks and economic structures will be explored with respect to a variety of media.

**Lecturer:** Dr Stephanie Rains



## Timetables

The official university timetable information can be accessed at <http://www.maynoothuniversity.ie/timetable>

Occasionally minor changes may have to be made to timetables after they have been published – when this occurs, the online version will be amended, and all affected students will also be notified of the change by email at the earliest opportunity.

## **Important Information on Grading and Progression**

### **Module completion and progression**

- Students must pass all 1st year modules before proceeding to 2nd year.
- Students must submit all assessable components of each module. Students who do not may be required to repeat the module.
- In order to pass a continuous assessment module, students must pass each assessment with 40% or better. If a range of particular conditions are met, students *may* pass by compensation at 35%. For more details, see the Marks and Standards document available at the Exams Office website: <https://www.maynoothuniversity.ie/exams/information-students>

## Marks and standards for student work

Maynooth University has a detailed Marks and Standards policy document for all undergraduates degrees. **All students should refer to this document at the earliest opportunity.**

This may be downloaded at [www.maynoothuniversity.ie/exams/information-students](http://www.maynoothuniversity.ie/exams/information-students).

However, the most important information regarding marking is summarised here:

All student work is marked according to the following classifications:

First Class Honours	70-100%
Second Class Honours Grade I	60-69%
Second Class Honours Grade II	50-59%
Third Class Honours	45-49%
Pass	40-44%

Any mark below 40% is a failing mark, although depending upon their full spread of marks in all modules, students may be able to 'pass by compensation' modules up to half the subject credit-weighting, where they have received marks of 35-39%.

For the sake of consistency, the Department of Media Studies marks in percentage grades.

The following guidelines on the awarding of specific marks to specific standards of work should be noted:

<b>Letter Grade</b>	<b>Description</b>	<b>Representative %</b>	<b>Class</b>
A++	Answer which could not be bettered	100	1:1
A+	Exceptional answer displaying unexpected insight	90	1:1
A	Undoubtedly first class, flawless answer, demonstrating originality	80	1:1
A-	Almost flawless answer demonstrating some originality	70	1:1
B+	Extremely high competence, perhaps displaying limited originality or technical flaws or minor errors	68	2:1
B	Fundamentally correct and demonstrating overall competence	65	2:1
B-	Competent performance, substantially correct answer but possibly containing minor flaws or omissions	60	2:1
C+	Awarded on the basis of the answer being somewhat better than a C but below a B-	58	2:2
C	Basically correct, answer with minor errors or one major error/omission.	55	2:2
C-	Awarded on the basis of the answer being somewhat below a C but better than a D+	50	2:2
D+	No more than adequate answer	48	3
D	Adequate answer with serious errors or omissions	45	Pass
D-	Lowest passing grade, barely deserving to pass	40	Pass
E+	The answer is inadequate and does not deserve to pass	38	Fail
E	The answer fails to address the question properly but displays some knowledge of the material.	35	Fail
E-	Fails to address the question	30	Fail
F+	Little relevant or correct material but some evidence of engagement with question	20	Fail
F	Very little relevant or correct material	10	Fail
F-	Totally irrelevant answer	0	Fail

## **Staff-Student Communications**

### **Website**

The Department of Media Studies website is at [www.maynoothuniversity.ie/media-studies](http://www.maynoothuniversity.ie/media-studies). This website includes all programme information, including links to detailed module descriptors showing module outlines and basic assessment information. The website also includes staff contact information and regular news/announcements. Please check the website on a regular basis.

You can also follow us on our Facebook page – Media Studies at Maynooth University – or on Twitter - @MU\_Media Studies.

### **Email**

All Maynooth University students are issued with an email account when they register, and retain the same account until they leave. These Maynooth University email accounts are the primary mode of communication used by the Department of Media Studies to contact students on both an individual and group basis. It is therefore your responsibility to check your email regularly, and we recommend that you do this ***at least once a day***.

If you set up your Maynooth University email to forward messages to another email account, you must still regularly access your Maynooth University account to delete old messages. If you do not do this, your account will rapidly exceed its quota, and new messages will not be delivered until it has been cleared out.

Students wishing to make contact with a member of staff should use their Maynooth University email account only to send emails – messages from other email accounts may very well be delayed or removed by the spam-filter. All emails to any member of staff in the university should be treated as professional communications. This means **completing the subject heading of the message, addressing the recipient formally, and writing the message in clear, grammatical English**. Emails sent to any recipient must also be respectful and non-abusive.

Staff members will only reply to or send email between 9am and 5pm, Mon-Friday, except in serious, exceptional circumstances. Students who request information that is available either on moodle or which has been discussed in class will not normally receive a reply.

### **Moodle**

The Department of Media Studies uses Moodle online learning spaces for each module; they contain detailed information on module content and assessment. Once registered all students are automatically registered for Moodle access to all the modules they are taking. Please check the Moodle pages for your modules on a regular basis. Any difficulties with Moodle access should be reported to [moodlesupport@mu.ie](mailto:moodlesupport@mu.ie), not to the Department of Media Studies. Before using Moodle, please also consult its Acceptable Use Policy, available after login.

### **Access to Staff**

Students are encouraged to consult with lecturers on academic and other matters relating to a particular module. They should contact the relevant Year Coordinator for matters concerning their work in the university and their general progress as students. Lecturers will meet with students online through Teams while health guidelines necessitate social distancing. These requests should be made by email. In the case of an urgent need to speak to a lecturer, please contact Anne Byrne in the Media Studies Office.

### **Social Media**

You can follow us on Facebook - Media Studies at Maynooth University or on Twitter - MU\_Media Studies - for news and events related to the study of media.

### **References**

Requests for references from staff should be made by formal email, giving full details of the nature of the course or appointment for which an application is being made (in the form of web-links where possible). Referees should have details of the applicant's address and telephone number to facilitate communication.

Every request for a reference should specify whether the reference required is a letter, a reference form (printed or online), and whether printed references should be forwarded directly to the applicant or to the institution or employer concerned. In either case, a full postal address must be supplied to the referee.

As much notice as possible should be given to referees, the final date for submission of the reference being clearly specified. **At least two week's notice** before this final date is required.

It is essential that the referee is also supplied with an updated copy of the applicant's CV. It should indicate subjects and modules studied, along with results received to date, and also relevant extracurricular activities, such as voluntary work, relevant work experience, etc.

All of the above information should be supplied in one email to your proposed referee.

An 'open reference' may be of more limited value than the confidential reference relating to a specific application for a specific course or appointment.

Staff members appreciate a brief note informing them of the outcome of applications



## **Department of Media Studies Staff-Student Policies**

The Department of Media Studies is committed to creating a safe and productive working environment for all students, faculty and staff of Maynooth University. This Charter is intended to contribute to this aim.

1. All faculty and staff of the Department of Media Studies undertake to treat colleagues and students with respect. It is understood that all students undertake to treat their fellow students, faculty and staff of Maynooth University with respect.
2. **Communication:** The Department of Media Studies often sends important information to students by Maynooth University email, and through Moodle. Please check your Maynooth University email account and Moodle regularly.
3. Students must submit **all the assignments** specified for a module. A module will be regarded as incomplete unless all assignments are submitted.
4. **Students are responsible for the submission of all assignments.** In particular, the following conditions will apply to all students:
  - **Submission:** Submission of written assignments are through moodle and may also be requested in hard copy. If the assignment is requested in hard copy, it must be placed in the essay submission box near the stairs in the Iontas building with a signed cover sheet (available at the shelf under the stairs) attached.

- **By email:** Where written assignments are assigned, emailed submissions will **not be accepted** unless agreed with the module coordinator in advance. All emailed assignments should contain a digital cover sheet (available on the department moodle page) with student name and the details of the module and assignment.
  - **Email details:** Where module coordinators request a submission by email, the file should have the name of the student and the module code in the file name. The email subject field should name the module and the assessment.
  - **Submission date:** All assignments must be received on the date on which they are due. Late assignments will be penalised at a rate of 5% per working day unless exempted for documented medical or pressing personal reasons **agreed by the** module coordinator.
  - **Late submissions:** No assignment will be accepted after the end of teaching and exam periods in the semester in which such work falls due, unless exempted for documented medical or personal reasons agreed by the module coordinator.
  - **Retained Copies:** The Department of Media Studies requires each student to retain an exact copy of each piece of work (both written and practice-based) submitted for assessment. Submitted work is not returned to the student, but feedback is provided. In the event of submitted work being mislaid, the student will be expected to provide a replacement copy when asked. If you store your work electronically, you must be sure to maintain a back-up copy.
6. **Plagiarism:** The Department of Media Studies has a strictly enforced policy on plagiarism. Plagiarism is regarded as a serious offence in the Department and in the University. Please read the plagiarism and exam checking policies carefully; they are available at [www.maynoothuniversity.ie/policies](http://www.maynoothuniversity.ie/policies). Students who have a specific question regarding correct referencing should always seek the advice of the relevant lecturer in advance of submitting their work.
7. **Style and referencing of submissions:** All written assignments should be submitted in Times New Roman, 12pt, 1.5 spacing, have numbered pages, a detailed cover sheet and full references and a bibliography. Referencing should be done according to the Harvard system of referencing.



8. No provision contained herein contravenes a student's statutory rights, including such rights conferred by virtue of being enrolled as a student of Maynooth University.
  
9. The Department of Media Studies undertakes to implement these policies in a reasonable manner, taking due account of any exceptional circumstances not expressly defined herein.

## **Useful Resources**

### **Student Support Services**

Managing your life at University can be a challenge.

Not only do you have to deal with the new ideas of your subject, you must also find ways to manage the workload among your other activities and keep your finances stable. Negotiating your way around the policies, procedures and processes of the institution can also be a frustrating experience as you may not know who to ask or what you need to know. It is also common for students to experience personal and emotional difficulties that affect their study. All of this is even more challenging in the context of the COVID 19 pandemic.

You are not alone in dealing with these problems. Maynooth University has an array of student services, student support services and offices that can help you manage these or any other problems you may encounter during your studies. See the list at [www.maynoothuniversity.ie/current-students](http://www.maynoothuniversity.ie/current-students) page of the University website to find out who can help you.

### **Programme Advisory Office**

The Programme Advisory Office is available to advise you on any choices you might have to make related to your programme including subject choice.

The Programme Advisory Office can be contacted via

Email: [programme.choices@mu.ie](mailto:programme.choices@mu.ie)

Telephone: 01 474 7428

### **Maynooth University Library**

MU Library is the portal to a vast collection of Media Studies resources that you'll need for your essays and research. The MU [library homepage](#); has excellent information, training, materials, supports and services that will help you in your studies. The library also provides a dedicated [Media Studies Subject Guide](#) (see Fig. 1 below) space on their webpage; it's a great source of subject-specific material and news.

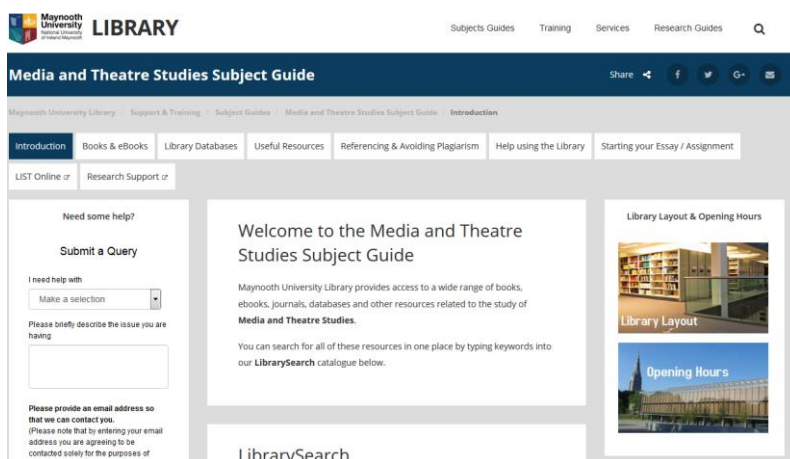


Fig 1. Media Studies subject guide online



Fig 2. The search-box, LibrarySearch, that searches all the content in MU Library

Use **LibrarySearch** (see Fig. 2 above) on the library homepage to discover everything MU Library holds on your subject and topics. It gives you the location and details of thousands of e-books and e-journals you can read online on your devices, as well as information on books, journal articles, and databases on your subject.

You can access the information on LibrarySearch, and e-books, e-journals and databases when you're on or off-campus. If you've any queries about finding material; just ask at the Library desk or live "Library Chat" box on the homepage.

Your **MyCard** (student card) entitles you to borrow material from the Library.

#### USEFUL LINKS AND CONTACTS:

##### Links:

- Library homepage: <https://www.maynoothuniversity.ie/library>
- Media Studies Subject Guide: <http://nuim.libguides.com/mediastudies>

##### Contact:

- Undergraduates contact: Áine Carey/Niall O'Brien: [aine.carey@mu.ie](mailto:aine.carey@mu.ie)  
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