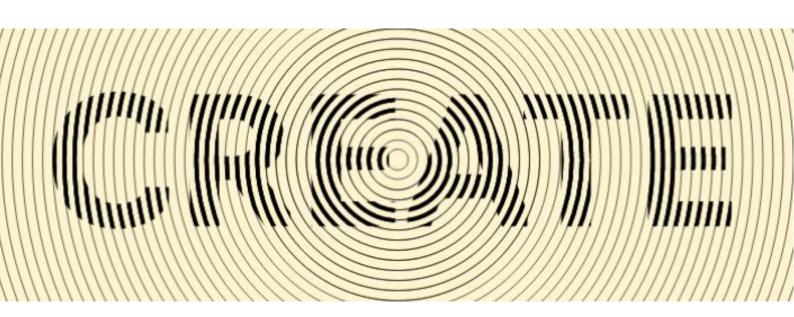


Department of Media Studies



MH109 BA Media Studies

2nd Year Student Handbook

2021-2022

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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 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 2021-22 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, Maynooth University Media Studies

The Handbook provides details of the modules to be completed in the Media 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. Any issues related to your programme, should be discussed with Dr Denis Condon who is the Second Year Coordinator.

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

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Contact Details

Website: www.maynoothuniversity.ie/media-studies
Facebook: Media Studies at Maynooth University

Twitter: @MU_MediaStudies

Dr Anne O'Brien

Head of Department, Associate Professor in Media Studies

Iontas 0.24

Tel: 01-708 6470

Email: anne.obrien@mu.ie

Anne Byrne

Administrator

Department of Media Studies

Iontas 0.16

Tel: 01-708 3624

Email: anne.m.byrne@mu.ie

Tracy O'Flaherty

Administrator

Department of Media Studies & English

Iontas 0.17

Tel: 01-708 3667

Email: tracy.oflaherty@mu.ie

Dr Sarah Arnold

Assistant Professor in Media Studies, Deputy Head of Department and MA

Coordinator

Department of Media Studies

Iontas 0.20 **Tel:** TBC

Email: sarah.arnold@mu.ie

Dr Denis Condon

Lecturer/Assistant Professor in Media Studies, Second Year Coordinator

Department of Media Studies

Iontas 0.25 **Tel:** 01-708 6212

Email: denis.j.condon@mu.ie

Dr Kylie Jarrett

Associate Professor in Media Studies, Social Media Coordinator

Department of Media Studies

Education House 2.2.4

Tel: TBC

Email: kylie.jarrett@mu.ie

Dr Javad Khajavi

Assistant Professor in Media Studies, First Year Coordinator Department of Media Studies Education House 2.2.5

Tel: 01-708 4506

Email: mohammadjavad.khajavi@mu.ie

Dr Jeneen Naji

Associate Professor in Media Studies, Practice Coordinator Department of Media Studies

Iontas 0.26

Tel: 01-708 3521

Email: jeneen.naji@mu.ie

Professor Maria Pramaggiore

Professor in Media Studies, MA Coordinator Department of Media Studies

Iontas 0.27 **Tel:** TBC

Email: maria.pramaggiore@mu.ie

Dr Stephanie Rains

Associate Professor in Media Studies, Third Year, Examinations and International

Coordinator

Department of Media Studies

Iontas 0.22

Tel: 01-708 6980

Email: stephanie.rains@mu.ie

Dr Gavan Titley

Associate Professor in Media Studies, Research and PhD Coordinator Department of Media Studies Iontas 0.23

Tel: 01-708 6422

Email: gavan.titley@mu.ie

Module Information

BA MEDIA STUDIES (Double Major) 30 ECTS credits in Media Studies

BA MEDIA STUDIES (Major/Minor)
40 ECTS credits in Media Studies

All students must take MD231 and MD232
Students must take either MD222A and MD228B OR MD222B and MD228A

Semester 1

Scriptwriting (MD210) 5 ECTS Credits

This practice-based module aims to provide students with and introduction to the creative methods and research techniques involved in the development of narrative screenplays for film and other screen media. Students will deepen their understanding of the mechanics of screen narrative and learn the practical skills necessary to package and pitch their scripts.

Lecturer: Prof Maria Pramaggiore

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: Tugce Bidav

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: Sarah Larkin

Television Production (MD222A) 5 ECTS Credits

This module will develop the student's knowledge and understanding of live television production. It will explore the roles, skills and techniques required to produce team-based live programming. Students will become more familiar with various forms of production equipment used in live television and will further hone their technical skills, while working together as a team, to creatively complete a number of production briefs.

Lecturer: Naomi Seale

Interactive Storytelling (MD228A) 5 ECTS Credits

In this module students will learn the basics of responsive web design with the goal of producing an online portfolio space to showcase their design and practice projects. They will learn how to code web interfaces using HTML5, CSS3 and content management systems (CMS) while applying the theoretical principles of prototyping interfaces and web usability. Students will be required to plan, prototype, execute and publish a portfolio website. They will work individually on their projects while also collaborating in collective evaluation exercises by analysing existing and prototyped responsive websites and conducting basic user testing.

Lecturer: Dr Jeneen Naji

Media Cultural Theory 1 (MD231) 5 ECTS Credits

Media & Cultural Theory 1 introduces students to key theoretical and critical approaches to media technologies, cultural industries, and the study of publics in digital media environments. The module examines concepts developed in different media-historical periods and introduces key theories and theorists of the contemporary media environment.

Lecturer: Dr Gavan Titley & Dr Kylie Jarrett

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 Riefen stahl, Joris Ivens, Jean Rouch, Fred Wiseman, Errol Morris, Claude Lanzmann, Werner Herzog, Michael Moore, Nick Broomfield and Alex Gibney.

Lecturer: Prof Maria Pramaggiore

Television Production (MD222B) 5 ECTS Credits

This module will develop the student's knowledge and understanding of live television production. It will explore the roles, skills and techniques required to produce team-based live programming. Students will become more familiar with various forms of production equipment used in live television and will further hone their technical skills, while working together as a team, to creatively complete a number of production briefs.

Lecturer: Naomi Seale

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

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

Interactive Storytelling (MD228B) 5 ECTS Credits

In this module students will learn the basics of responsive web design with the goal of producing an online portfolio space to showcase their design and practice projects. They will learn how to code web interfaces using HTML5, CSS3 and content management systems (CMS) while applying the theoretical principles of prototyping interfaces and web usability. Students will be required to plan, prototype, execute and publish a portfolio website. They will work individually on their projects while also collaborating in collective evaluation exercises by analysing existing and prototyped responsive websites and conducting basic user testing.

Lecturer: Dr Jeneen Naji

Animation for Storytelling (MD229) 5 ECTS Credits

In this practice based module, students will learn about the key principles, practices, processes and technologies of contemporary animation. Students will learn about different techniques and applications of digital animation. This module offers a theoretical and practical exploration of digital animation techniques that enable innovative forms of storytelling in digital and virtual environments. Building upon contemporary animation techniques and tools, students will consider a range of technical and critical issues regarding animation, motion design and computer graphics. By the end of the module, students will acquire foundational understanding of the key principles of animation and develop foundational skills in a 2D or a 3D computer animation program which they can use in different digital/virtual environments for storytelling.

Lecturer: Dr Javad Khajavi

Media and Cultural Theory 2 (MD232) 5 ECTS Credits

Media & Cultural Theory 2 introduces students to key theoretical and critical approaches to self and other in media cultures, mediated community and collectivity and theories of media power. The module examines concepts developed in different media-historical periods and introduces key theories and theoriess of the contemporary media environment.

Lecturer: Dr Gavan Titley & Dr Kylie Jarrett

Timetables

The official university timetable information can be accessed at MU 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.

<u>Important Information on Grading and Progression</u>

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 <u>each</u> 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: <u>Maynooth University Examinations Office</u>

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 <u>Maynooth University Examinations Office</u>. 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:

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

Staff-Student Communications

Website

The Department of Media Studies website is at 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, 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.

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.

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.



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 and Kairos Communications Ltd. This Charter is intended to contribute to this aim.

- All faculty and staff of the Department of Media Studies and Kairos
 Communications Ltd. 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 and Kairos Communications Ltd. 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: Assignments for Kairos must be placed in the submission box in the Kairos reception with an appropriate cover sheet attached and signed.
 Assignments are collected daily and date-stamped.
 - 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 lontas building with a signed cover sheet (available at the shelf under the stairs) attached.
- By email: Where written assignments are assigned, emailed submissions will <u>not</u>
 <u>be accepted</u> 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 Maynooth University 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. Equipment procedures: When signing out equipment from Kairos Communications Ltd., students undertake to be responsible for such equipment, and to use such equipment in a safe and responsible manner. In cases of wilful misuse or gross negligence resulting in loss or damage of equipment, such actions will be reflected in the student's continuous assessment mark. Moreover, the Department of Media Studies may refer the matter to the Disciplinary Committee of Maynooth University, which may impose a penalty up to and including withdrawal from the University.
 - Safety: The Department of Media Studies will undertake to ensure that all students are fully instructed in the safe and correct use of all equipment. Any student can refuse without prejudice to undertake an assignment if that student does not feel capable of making safe and competent use of the necessary equipment.

9. Content of audio-visual material:

- All students will act responsibly when producing visual and audio materials for any programme. In particular, the following conditions will apply to all students: No student will deliberately produce any material that may be subject to legal proceedings (including material that is libellous, pornographic, incites hatred or is in breach of previously existing copyright).
- Kairos Communications Ltd. reserves the right to withhold copyright on all material produced by students as part of their programme.
- The Department of Media Studies will seek to ensure that students are aware of the legal and ethical issues relevant to media production prior to completion of the programme.
- 10. 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.

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11. The Department of Media Studies, acting in conjunction with Kairos

Communications Ltd., undertakes to implement these policies in a reasonable

manner, taking due account of any exceptional circumstances not expressly defined

herein.

Addendum to contract for services between Maynooth University and Kairos

Communications Ltd.

In addition to the obligations on all students of the University encoded in the Code of

Discipline for Students, for those students undertaking courses related to the Media

Studies Programmes the following may constitute a serious breach of the Code

"Malicious or reckless damage or theft of University property or any other property on

the University grounds, or any property contracted for use of the University. Misuse of

University property, or any property contracted for use of the University, including

library materials or private material on the campus".

The words in italics indicate the amendment to the relevant clause (bullet point 7) in

the Code of Discipline.

J. A. Walsh,

Vice-President: Innovation and Strategic Initiatives

21 September 2006

Code of Practice for Kairos Communications Ltd.

Students may access Kairos through the entrance at the car park. The code for the door will be announced in class.

Kairos is open to students from **09:00 to 20:00 Monday to Friday**. All equipment available to students can be booked in advance. Equipment can be collected and returned between **09:00 – 12:30 and 13:30 - 16:30 hrs.**

Students are responsible for the submission of all assignments. On occasion assignments may be gathered during class time onto an external drive or students may have to submit via Microsoft Teams. If in doubt please check for instructions on Moodle.

All work will be deleted from the hard drives of Kairos computers two weeks after an assignment deadline. Students are responsible for backing up their own work and must have their own external drive, formatted for MAC. The Department does not keep copies of your work so throughout the three years of your degree it is recommended that you take responsibility for keeping copies of your AV projects.

Students are encouraged to make use of their designated facilities during the allocated times (Mon- Fri, 9am-8pm or otherwise as stated). If students have any problems with any equipment or need some help with any project work, they can text for technical support from 9am-12:30pm and 1.30pm-5pm. The text number will be announced in class.

For any other help, students should contact Dr Jeneen Naji, Email: jeneen.naji@mu.ie

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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

Maynooth University 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

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: <u>aine.carey@mu.ie</u>
 /niall.obrien@mu.ie