



Department of Media Studies



BA Media Studies MH109

Student Handbook

2022-2023

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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 first year option.

This 2022-23 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.

If you have questions relating to individual modules or assignments, you should first discuss these with the lecturer teaching the module. Any issues related to your programme, should be discussed with the Year Coordinator.

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



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Head of the Department of Media Studies

Contact Details

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Twitter: @MU_MediaStudies

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Naomi Seale

Email: naomi.seale@mu.ie

First year modules

MD1F30 (30 credits)

Module Code	Module Descriptor	Compulsory	Semester	Lecturer
MD160	Introduction to Media and Cultural Studies 1	Yes	1	Dr Anne O'Brien Dr Tugce Bidav
MD161	Introduction to Media and Cultural Studies 2	Yes	2	Dr Sarah Arnold Dr Kylie Jarrett
MD171B	Foundations of Media Design	Yes	2	Dr El Putman
MD181A	Foundations of Media Production	Yes	1	Yvonne McDonald Naomi Seale

Second year modules

MD2DM (30 credits)

MD2MJ (40 credits)

Module Code	Module Descriptor	Compulsory	Semester	Lecturer
MD222A	Television Production	Yes	1	Naomi Seale
MD228A	Interactive Storytelling	Yes	1	Dr Jeneen Naji
MD231	Media and Cultural Theory 1	Yes	1	Dr Kyle Jarrett Dr Tugce Bidav
MD232	Media and Cultural Theory 2	Yes	2	Dr Kyle Jarrett Dr Tugce Bidav
MD236	Advanced Television Production	Yes	2	Naomi Seale
MD210	Scriptwriting	No	1	Dr Veronica Johnson
MD216	History and Theory of Documentary	No	2	Dr Veronica Johnson
MD220	Media and Gender	No	1	Dr Tugce Bidav
MD221	Reality and Television	No	1	Sarah Larkin
MD224	Media, Society and Politics	No	2	Dr Stephanie Rains Dr Denis Condon
MD226	Advertising: Industry and Audiences	No	2	Dr Stephanie Rains
MD234	Irish Film	No	2	Dr Sarah Arnold
MD235	Cultural Algorithms	No	2	Dr El Putnam
MD237	Digital Marketing Content Creation	No	2	Yvonne McDonald
MD240	Film and Screen Studies	No	1	Dr Denis Condon

Third year modules

MD3DM (30 credits)

MD3MJ (40 credits)

Module Code	Module Descriptor	Compulsory	Semester	Lecturer
MD314	Media and Cultural Industries	Yes	2	Dr Anne O'Brien Dr Sarah Arnold
MD319	Short Film Production 1	Yes	1	Yvonne McDonald
MD320	Short Film Production 2	Yes	2	Yvonne McDonald
MD332	Media and Cultural Work	Yes	1	Dr Anne O'Brien Dr Sarah Arnold
MD333	Digital Project	Yes	1	Dr El Putnam
MD315	Dissertation 1	No	1	Dr Gavan Titley
MD316	Dissertation 2	No	2	Dr Gavan Titley
MD321	Authorship in Film and Television	No	2	Dr Veronica Johnson
MD326	Podcasting and 21STC Radio	No	1	Dr Stephanie Rains
MD330	Global Cinema: Ireland and The World	No	1	Dr Denis Condon
MD335	Social Media Storytelling	No	1	Dr Kylie Jarrett
MD336	Fans and Subcultures	No	2	Dr Kylie Jarrett
MD337	Live Radio Production	No	2	Mairead Cullen
MD338	Commercial Video Project	No	2	Naomi Seale

Full module descriptors can be found at [courses](#).

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.

Important information on grading and progression

Module completion and progression

- Students must pass all modules before proceeding to their next year of study.
- Students must submit all assessable components of each module. Students who do not may be required to repeat the module.
- 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: [Maynooth University Examinations Office](#)

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 [Maynooth University Examinations Office](#).

Award Grades - where University awards are classified, the following standards are used.

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%

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 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. 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 English**. Emails sent to any recipient must also be respectful. Staff members will only reply to or send email between 9am and 5pm, Mon-Friday, except in serious, exceptional circumstances.

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.

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

For news and events related to the study of media, you can follow us on the following social media platforms.

Facebook @mediastudiesatmu

Twitter @MU_MediaStudies

Instagram @MUMediaStudies



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.

1. 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 of written assignments are through Moodle and may also be requested in hard copy.
 - **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 [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.

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

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.

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

Website: <https://www.maynoothuniversity.ie/programme-advisory-office>

MU LIBRARY: UNDERGRADUATE GUIDE

Welcome to Maynooth University! We look forward to meeting you during your studies, whether that's online or in-person. Library staff will help you with any questions you have about getting started.

MU Library will be essential to you for:

- finding the right **e-books** and **online material** to help you study & write your assignments and essays,
- borrowing physical **books**,
- short, free **online tutorials & quizzes** that will help you improve your information skills,
- approachable **library staff** who will help you find what you are looking for, and
- booking a **group study room** when you are working on projects with fellow-students.

Best thing of all? All the resources above are **FREE to use** when you are a student in MU!

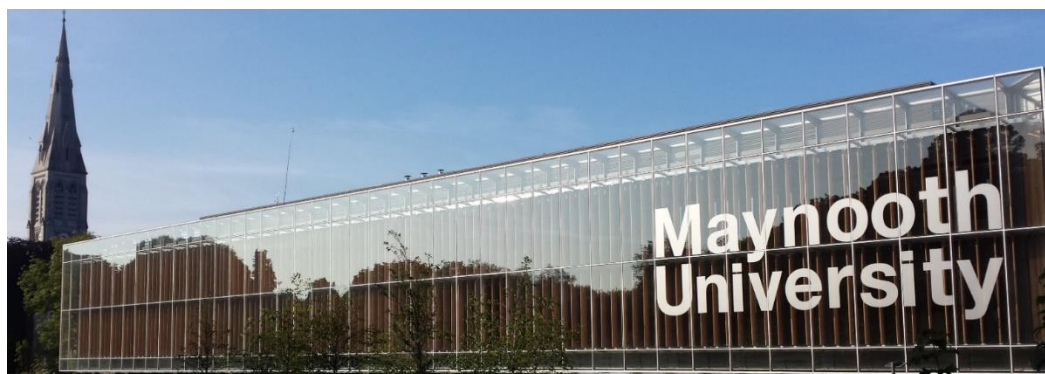


Fig. 1:

Exterior of MU Library

Our library homepage is: <https://www.maynoothuniversity.ie/library>

It's a great place to start, covering:

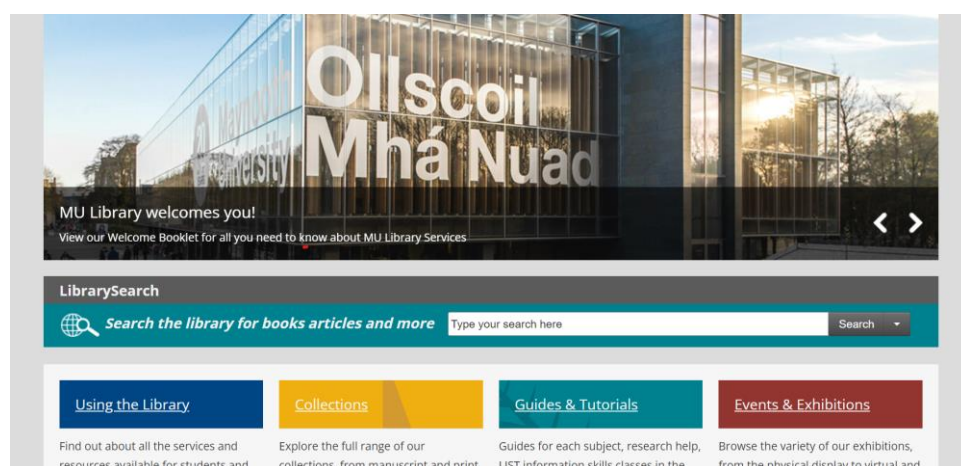
- up-to-date information about accessing the library,
- information on using all our services, including when off-campus, and accessing classes, and
- advice on connecting with us to get the support you need for your studies and assignments.

Your **MyCard** (student card) entitles you to access the library and to borrow books. Click the "Using the Library" tab (see Fig. 2) on the library homepage, for more information.

If you have any **queries about finding material**, whether it is online, or on the shelf, library staff are here to help you. If you are off-campus, use the live-chat, anonymous "Library Chat" box on our homepage, or email your queries to library.information@mu.ie. We love to help you find and use what you need in your studies.

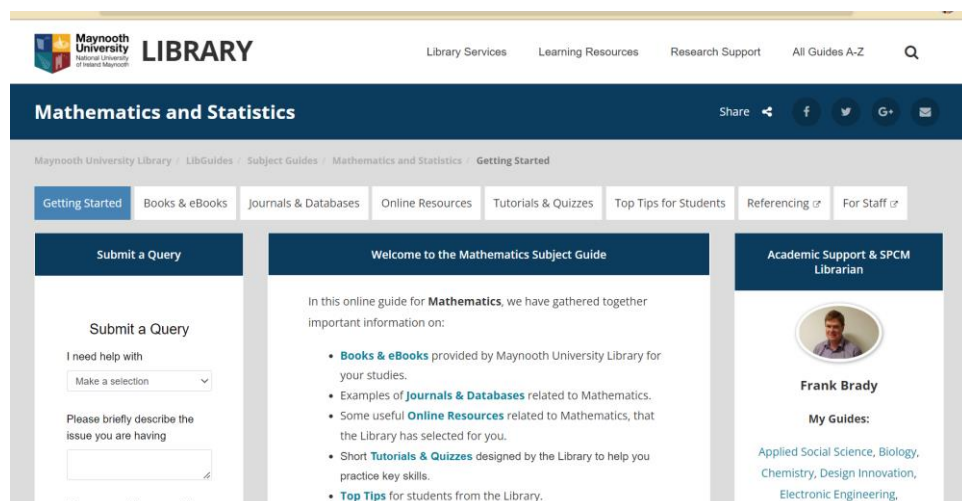
If you are visiting the library in person, staff are available at the desk to answer your queries and get you started with everything you need.

Fig. 2: MU Library Homepage



MU Library is on the South Campus beside the Kilcock road. You can choose different

study spaces*: from the open-access area on the ground floor (where food, drink and chat are allowed) with access to over 50 laptops and print facilities*, to the quieter areas on levels 1 and 2, with training rooms and meeting rooms*, or use the [bookable group study-rooms \(See links at the end of this piece\) for your group and project-work*](#).



Using the correct information source is key to success in your studies. Every subject has a dedicated Subject

Guide on our website (see Fig. 3) that we recommend you look at. The range of subject guides is here: https://nuim.libguides.com/guides_tutorials and have sections on getting started, recommended books, databases, and links, as chosen by your lecturers. It also has information about reference styles, online tutorials and quizzes, a chance to email your query direct to a Teaching & Learning librarian, and lots of more useful information.

Use **LibrarySearch** (see Fig. 4) on the library homepage to search for specific books or articles, or even to see the range of material that we hold on your topic. The results give you details of e-books and e-journals you can read on your devices (on or off-campus) as well as information about where to find the print books on the library shelves.



Fig. 4: "LibrarySearch" searches the entire collection in MU Library- millions of free eBooks, articles and databases.

You can borrow a laptop from the laptop-bank (opposite the library desk) to use within the library, or you can log on to one of the library PCs to do your essays, or you can use your own laptop in the library too. We have a 3D printer available (ask us at the library desk) as well as a colour photocopier, in addition to many black and white photocopiers. You use your MyCard to load it with credit for printing. **IT Services** have a dedicated space at the main library desk where you can go if you need IT help.

Make sure to follow us on **Instagram** @library_mu, **Facebook** @MaynoothUniLibrary or on **Twitter** @mu_library.

[Contact us](#) with your **queries** about

- using the library, finding locations within it, student services,
- finding information for your studies, or
- how to use any of our online content.

We all know it can be a lot to take in when you start in university, but we are here to help you. The library wishes you *every* success in your studies.

USEFUL LINKS AND CONTACTS:

Links:

- Library homepage: <https://www.maynoothuniversity.ie/library>
- A-Z of our Subject Guides: <https://nuim.libguides.com/>
- Book a group study room*: https://nuim.libcal.com/booking/MU_GroupStudyRooms
- Online tutorials (LIST online): <http://nuim.libguides.com/list-online>

Contact:

- Undergraduates' contact: library.information@mu.ie