



Media Studies



MA Critical & Creative Media

Student Handbook

2017-2018

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Welcome to Media Studies at Maynooth University!

Welcome to Maynooth University and the Department of Media.

This 2017-18 Handbook is your guide to the academic year and to the guidelines in place regarding your academic study and production 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

The Handbook provides details of the modules to be completed in year one and lists contact information for administrative and academic staff in Media. Also included are Maynooth University Staff-Student Policies 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 is based in the Iontas Building, on the North Campus. Anne Byrne staffs our department office and Tracy O'Flaherty staffs the School of English, Media and Theatre Studies Reception office, which is open every day and is the place where you will submit essays and other forms of assessment.

Teaching takes place across the university with seminars mainly taking place in the Iontas Building. Your practice modules take place in specialist labs and teaching spaces and you will have access to equipment and resources in these sessions. You will also have access outside of scheduled teaching subject to a formal booking process. Dr Sarah Arnold (sarah.arnold@mu.ie) is your point of contact for this.

If you have questions relating to individual modules or assignments, you should first discuss these with the lecturer teaching the module. Questions or difficulties related to your programme, including extended absences, should be discussed with Dr Sarah Arnold, the MA Programme Coordinator.

I look forward to an enjoyable and productive year working with you.

Dr Kylie Jarrett (Head of Department)

Contact Details

Website: www.maynoothuniversity.ie/media-studies

Facebook: Media Studies at Maynooth University

Twitter: MU Media Studies

Dr Kylie Jarrett

Head of Media

Department of Media

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Department of Media Studies

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Dr Sarah Arnold

Lecturer in Media Studies, Postgraduate & Research Coordinator

Department of Media Studies

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Tel: 01-474 7702

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Dr Gwen Bouvier

Lecturer in Media Studies, Second Year Coordinator

Department of Media Studies

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Dr Denis Murphy

Lecturer in Media Studies, Student Committee Coordinator

Department of Media Studies

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Dr Gavan Titley

Lecturer in Media Studies, (on leave until September 2018)

Department of Media Studies

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PROGRAMME OVERVIEW

MA Critical & Creative Media

SEMESTER 1 (30 CREDITS)

1. Compulsory Modules (10 credits)

MD622 Critical & Creative Research (10 Credits)

AND

2. Optional Modules (20 credits in total)

Choose at least 10 (and up to 20) credits from:

MD624 Irish Media History (10 credits)

MD630 Creative Interactive Computing (10 credits)

MD631 Writing for Screen Media (10 credits)

AND

5, 10 or 20 credits from:*

AFF601 Digital Humanities Theory & Practice (10 credits)

AFF606B Digital Scholarly Editing (10 credits)

LW647 Information Privacy Law (10 credits)

SO612 Political Economy & Cultures of Internet (10 credits)

HY618 Tradition and Organisation of Print (5 credits)

***students may take 25/35 credits or 35/25 credits if they choose 5 credit HY modules**

SEMESTER 2 (30 CREDITS)

Optional Modules (30 credits in total)

Choose at least 10 (and up to 20 credits) from:

MD626 Media Archives (10 credits)

MD626 Identity Technologies (10 credits)

MD629 Screen Production: Formats and Genres (10 credits)

AND

Up to 20 credits from:

ENG651 Global Shakespeare (10 credits)
 LW685 Information Technology Law (10 credits)
 SO613 Advanced Digital Research Methods (10 credits)
 HY622 Records & Record Keeping in Ireland (5 credits)

SEMESTER 3 (30 CREDITS)

MD628 Project/Dissertation (30 credits)

Programme Learning Outcomes**Upon completion of this course students will be able to:**

- Generate novel insight in creative media practices, texts and/or production contexts through traditional research methods and/or practice based activities;
- Explain, synthesise and appraise key analytical concepts and methodologies involved in the study and practice of creative media;
- Design and execute media research projects, which may be traditional or practice based;
- Work independently in scholarly and/or creative practice;
- Use existing and/or emerging theoretical paradigms to critically reflect on one's own media research and/or creative practice.

Programme Module Information**MA Critical & Creative Media**

90 ECTS credits

The following options are offered within the Department of Media. Further options may be selected from outside the Department. Please see individual courses pages on the Maynooth University website for elective modules offered through English, History, Law and Sociology.

SEMESTER 1 (30 CREDITS)**Core: Critical & Creative Research (MD622)**

10 ECTS Credits

This module engages students in exploring a variety of methodological and critical and production-based approaches to the analysis of media and creative practice. Students will explore key methods and ideas used within the broadly defined field of Media

Studies and Creative Practice, including newly emergent digital methods and practice-based approaches. The ethical, practical and conceptual considerations of research and production methods and development will be investigated. The goal is to work towards designing an appropriate methodological, creative, and/or analytical approach to a media research or production topic in preparation for their final project or dissertation.

Lecturers: Dr Anne O'Brien & Dr Sarah Arnold

Option: Irish Media History (MD624)
10 ECTS Credits

This module will examine the history of mass media in Ireland from mid-19thC print culture to the early years of television. It will examine the creation of a mass media audience, the development and reception of new media technologies and cultures, and the political economy of media industries in an Irish context.

Lecturer: Dr Stephanie Rains

Option: Creative Interactive Computing (MD630)
10 ECTS Credits

This advanced practice module enables students with existing digital practice skills to critically engage with the theme of creative interactive computing, developing interactive digital applications, installations or performances that are multidisciplinary in nature and underpinned by the principles of human-computer interaction (HCI).

Lecturer: Dr Jeneen Naji

Option: Writing for Screen Media (MD631)
10 ECTS Credits

This practice-based module aims to provide students with the creative methods and research techniques involved in the development of narrative screenplays for film, television, and the web. As part of the process, students will deepen their understanding of the mechanics of screen narrative. They will also learn the practical skills necessary to package and pitch their scripts. Class meetings are discussion based and include screenings, script analysis, and workshops. Students should expect to take active part in weekly discussions, to offer constructive critiques of each other's work, and to participate in script readings and other elements of the workshop throughout the term.

Lecturer: Dr Aaron Hunter

SEMESTER 2 (30 CREDITS)

Option: Media Archives (MD626)
10 ECTS Credits

This module examines the archival turn in the humanities by focusing on theories and practices of archival work in Media Studies. We will examine the unique characteristics

of media archives by partnering with established institutions such as the Irish Film Institute or the Digital Repository of Ireland and engage with the practical processes of researching archives. The focus of assessment will be a research presentation and an essay based upon archival research.

Lecturers: Prof Maria Pramaggiore & IFI staff

Option: Identity Technologies (MD627)

10 ECTS Credits

This module explores the relationship of identity expression, representation and management to media technologies. It examines the ways in which different media forms – print, broadcast, the Web and wearable, ubiquitous computing – intersect with, are shaping of and are shaped by identity politics. Students will also explore the manifestations of these dynamics at both individual and group levels. Under the three key themes of community, self, and body, students will engage with various case studies examining how gender, sex, sexuality, race, class, and/or disability are mediated.

Lecturer: Dr Kylie Jarrett

Option: Screen Production: Formats and Genres (MD629)

10 ECTS Credits

This advanced practice module engages students in collaborative and professional screen production. Framed through the prism of the conventions and formal expectations of television, film and new media/video genres and formats, students will explore the features of concept development, pitching, financing and budgeting, researching, shooting, commissioning, and selling screen media. Students will participate in group projects that demonstrate their learning, culminating in a short screen production that evidences professionalism and an understanding of the industry structures, market, and audience for formats and genres.

Lecturers: Dr Anne O'Brien and Dr Sarah Arnold

Strand outside of media

SEMESTER 3 (30 CREDITS)

Compulsory: Dissertation Project (MD628)

This module will allow the students to conduct independent research on a topic chosen and produced in consultation with an academic supervisor. The research topic and the format of the dissertation/project will be relevant to areas the student has pursued in taught components of the MA programme. Students will produce either a written or practice-based thesis. The written dissertation should be 12,000 to 16,000 words and the practice thesis should consist of the artefact or performance with an accompanying 6,000-8,000 word dissertation serving as a critical and theorised analysis of the practice

project. Students will also be exposed to leading research in the field through attendance at the departmental seminar series and will undertake workshops throughout the year to develop their research project.

Lecturer: Dr Stephanie Rains

Important information regarding module completion and progression.

- Candidates must pass all modules in order to progress
- Students must submit all assessable components of each module. Students who do not may be required to repeat the module.
- For more details, see the Marks and Standards document available at the Exams Office website: <https://www.maynoothuniversity.ie/exams/information-students>
- All repeat continuous assessment modules are capped at 50%, unless there are extenuating circumstances, which should be presented to the module lecturer in the form of medical certificates or evidence of bereavement before the repeat is undertaken.
- Students must meet the minimum attendance requirements for all modules.

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.

Staff-Student Communications

Website

The Department of Media 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 - @NUIMedia.

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 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.

Moodle

The Department of Media uses Moodle learning spaces for each module; they contain detailed information on module content and assessment. 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@nuim.ie, not to the Department of Media. 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 concerning their work in university and their general progress as students. All full-time lecturers have specific times set aside to meet students, and these times are posted on their individual pages on the Department's website, as well as on their office doors. If the times posted by a lecturer you wish to see clash with your classes, you can ask for an appointment to see the lecturer at a mutually convenient time. These requests should be made by email. In the case of an urgent need to speak to a lecturer, please contact Anne 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.

Library

The Library also offers training to develop your information seeking, researching, referencing and study skills. See what is available by checking the library website www.maynoothuniversity.ie/library.



Department of Media

Staff-Student Policies

The Department of Media 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 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 often sends important information to students by Maynooth University email, and through Moodle. Please check your Maynooth University email account and Moodle regularly.
3. **Attendance:** Students are expected to attend all timetabled classes. In particular, the following conditions will apply to all students:
 - Students **must meet the attendance requirements** for all Media modules.
 - In particular, all students must attend at least 90% of all Media lecture/seminars, and 100% of all production modules, unless exempted for documented medical or personal reasons agreed by the Programme Coordinator.

NB: Students failing to meet this standard may be required to repeat the module.

- Students who are unable to attend a timetabled class for a legitimate documented medical or personal reason must notify the Department of Media

of such absences at the earliest opportunity (if possible, prior to such an absence).

- Documentation supporting reasons for such absences will not be accepted after the end of the semester in which the absence has occurred.
- The Department of Media will undertake to ensure that all classes take place as timetabled. Should unavoidable circumstances necessitate the cancellation or rescheduling of a class, every effort will be made to notify students promptly.

4. Students must submit all the assignments specified for a module. A module will be regarded as incomplete unless all assignments are submitted.

5. Students are responsible for the submission of all assignments. In particular, the following conditions will apply to all students:

- **Submission:** Department of Media assignments must be placed in the assessment submission box near the stairs in the Iontas building with an appropriate cover sheet attached and signed. Assignments are collected daily and date-stamped.
- **By email:** Where written assignments are assigned, emailed submissions will **not be accepted** unless agreed with the module coordinator in advance. All written assignments should clearly display a cover sheet (available at the box near the stairs in the Iontas building) with student name and the details of the module and assignment.
- **Email field:** 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** programme 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 programme coordinator.

- **Retained Copies:** The Department of Media requires each student to retain an exact copy of each piece of work (both written and production-based) submitted for assessment. Submitted work is not returned to the student 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 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. 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, or the system the module lecturer designates.
 8. **Equipment procedures:** When signing out equipment from 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 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 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).
 - The Department of Media will seek to ensure that students are aware of the legal and ethical issues relevant to media production prior to completion of the programme.
 - The Department of Media retains copyright on material produced as part of the postgraduate programme and until the point of graduation. The programme coordinators may support the promotion and distribution of projects (for example, for film festival competition entry).
- 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 undertakes to implement these policies in a reasonable manner, taking due account of any exceptional circumstances not expressly defined herein.

References

Requests for references should be made by formal email, full details being given of the nature of the course or appointment for which an application is being made. Full documentation relating to the course or appointment should be supplied (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.

Marks and Standards for Student Work

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

This may be downloaded at:

https://www.maynoothuniversity.ie/sites/default/files/assets/document/PG%20MarksStandardsImplementation%20Apr16_v6_0.pdf

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%
Pass	40-49%

The pass mark in a module is 40% and the pass mark in the programme is 40%. The programme mark is the weighted average of the marks of the modules that constitute the programme.

In order to pass a module a student must fulfill all the requirements of the module, as stated in the module description, and in addition obtain the pass mark in the module. Such conditions may require that a student achieve a certain minimum in continuous assessment, and/or in an oral/practical exam and/or in the written exam, or such other conditions as are appropriate. A student who fails to fulfill any of the above requirements will have their module mark capped at 38% and may be assigned a technical fail grade. A student who fails to complete a required component of the module may have their mark capped at 23% (Higher Diploma) or 33% (Postgraduate Diploma and Masters). Where a module is assessed wholly by Continuous Assessment and the student presents no work no mark is recorded.

Useful Resources

Remember that we will contact you by email, so please check your Maynooth University account regularly.

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.

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