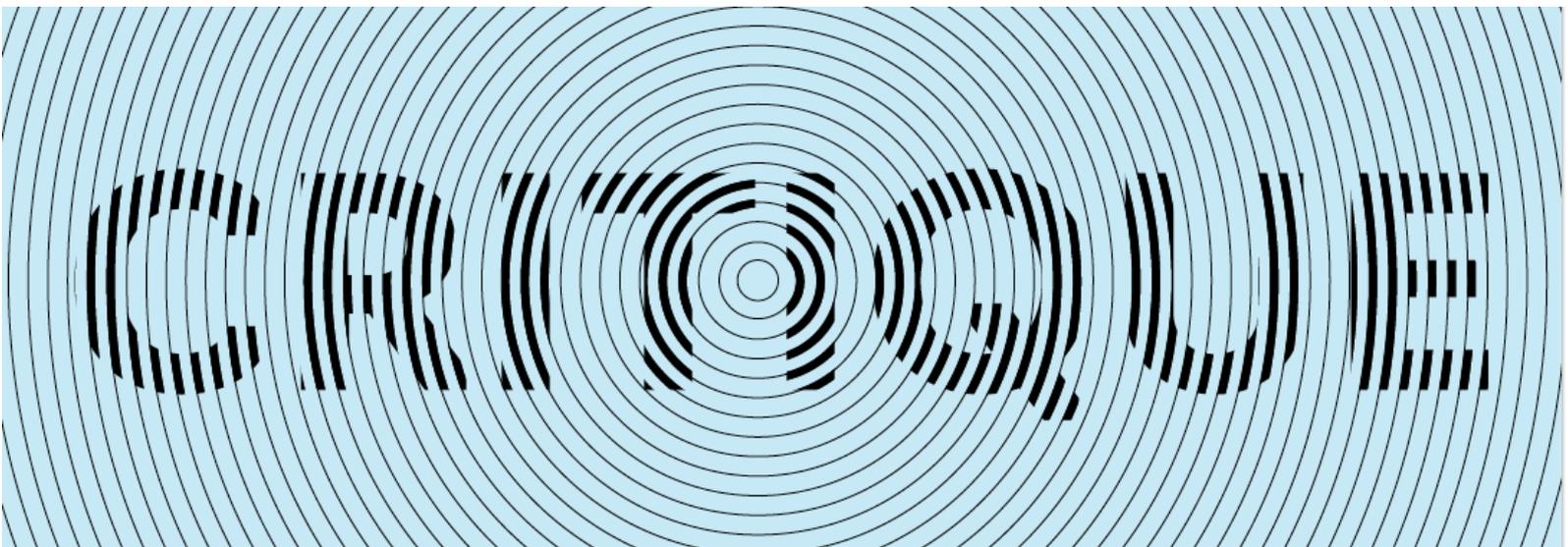




# Department of Media Studies



**MA Critical and Creative**

**Student Handbook**

**2021-2022**

## Table of Contents

Welcome	3
Contact details	4
Programme Module Information	6
Timetables and Important information on marks and progression	10
Marks and Standards for Student Work	11
Staff-Student Communications	13
Staff-Student Policies	16
Code of Practice for Kairos Communications	20
Useful Resources	21

## 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 MA in Critical and Creative Media. 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 Critical and Creative Media 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 Sarah Arnold or Prof Maria Pramaggiore who are the MA Coordinators.

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, Associate Professor in Media Studies

Iontas 0.24

**Tel:** 01-708 6470

**Email:** [anne.obrien@mu.ie](mailto:anne.obrien@mu.ie)

### **Anne Byrne**

Administrator

Department of Media Studies

Iontas 0.16

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### **Tracy O'Flaherty**

Administrator

Department of Media Studies & English

Iontas 0.17

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### **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](mailto:sarah.arnold@mu.ie)

### **Dr Denis Condon**

Lecturer/Assistant Professor in Media Studies, Second Year Coordinator

Department of Media Studies

Iontas 0.25

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**Email:** [denis.j.condon@mu.ie](mailto: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

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**Dr Javad Khajavi**

Assistant Professor in Media Studies, First Year Coordinator

Department of Media Studies

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**Dr Jeneen Naji**

Associate Professor in Media Studies, Practice Coordinator

Department of Media Studies

Iontas 0.26

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**Professor Maria Pramaggiore**

Professor in Media Studies, MA Coordinator

Department of Media Studies

Iontas 0.27

Tel: TBC

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**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](mailto:stephanie.rains@mu.ie)

**Dr Gavan Titley**

Associate Professor in Media Studies, Research and PhD Coordinator

Department of Media Studies

Iontas 0.23

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Email: [gavan.titley@mu.ie](mailto:gavan.titley@mu.ie)

## **Programme Module Information**

### **MA Critical and Creative Media**

**90 ECTS credits**

Students must take MD622 and MD628

#### **Semester 1**

#### **Critical and Creative Media Research (MD622)**

**10 ECTS Credits**

This compulsory module lays the theoretical foundation for a variety of methodological approaches to media and creative practice. Students will explore key research methods and conceptual frameworks used within the field of Media Studies, including emerging digital methods and practice-based approaches. The ethical, practical and conceptual considerations of research and dissemination will be investigated. Students will design an appropriate methodological, creative, and/or analytical approach to a media research topic in preparation for the dissertation or final project.

**Lecturer:** Dr Sarah Arnold & Dr Anne O'Brien

#### **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

#### **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). Students will experiment with cutting edge digital technologies and techniques within a sophisticated theoretical methodological context. They will be introduced to established software and hardware, digital interactive resources, and platforms but will also be encouraged to experiment with emerging technologies that extend or build upon their existing digital skills. Lectures will explore best practice of interactive, performative, and networked media along with theoretical frameworks of digital performance, mixed reality, locative media, and the mediated city. Case studies of interactive applications, installations, and performances as well as ethnographic studies conducted on them will be presented and discussed during lectures.

**Lecturer:** Dr Jeneen Naji

**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.

In addition to the workshop aspects of the course, students will develop material through a series of writing exercises and assignments. Moreover, they will analyse and discuss different industry approaches and guiding principles for successful screenwriting.

**Lecturer:** Prof Maria Pramaggiore

**Semester 2**

**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 this dynamic 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

**Screen Production: Formats and Genres (MD629)**  
**10 ECTS Credits**

This advanced practice module engages students in collaborative and professional screen production. Informed by the conventions and formal expectations of television, film and new media 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.

**Lecturer:** Dr Sarah Arnold & Naomi Seale

## **Media Publics: Digital Media, Public Discourse and Political Formations (MD632)**

### **10 ECTS Credits**

Publics are produced by the circulation of discourse. Politics, in a digital age, is in part shaped by the expansive production of discourse, in and through emergent and contingent public formations. This has the benefit of broadening the range of 'voices' and actors in public circulation, though this by no means fundamentally re-shapes communicative power relations. At the same time, the dramatic increase in the extent and intensity of media content raises questions for the categories and concepts used to conceptualise 'the public', and publics.

The aim of this module is to examine the significance of digital media in the shaping of publics and public contestation, with a thematic focus on the politics of multiculturalism, racism, gender and class in contemporary societies. Building on key foundational, normative ideas of the public it will cover key conceptual discussions of political publics (such as 'counter-publics', 'subaltern publics', 'anti-publics') in relation to more recent theorisations of mediated publics (such as 'networked publics', 'public horizons', 'ad hoc publics', 'eventisation', 'algorithmic publics').

**Lecturer:** Dr Gavan Titley

## **Semester 1 & 2**

### **Dissertation/Project (MD628)**

#### **30 ECTS Credits**

This module will allow the students to conduct independent research and creative practice 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/installation 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

### **Additional Modules available outside our department.**

See Course Finder for module outlines, tutors, assessments, etc.

#### **Semester 1**

##### **Anthropology**

AN670 Key Concepts in Anthropology 1 (5 credits)

AN673 Key Concepts in Anthropology 2 (5 credits)

AN675A Theory in Anthropology (10 credits)

AN676 Ethnographic Practice (5 credits)

AN692 Anthropology and Development (10 credits)

### **Geography**

GY607 Field School (10 credits)

### **Nua Ghaeilge**

NG630 An Ghaeilge Sna Méain Ó 2RN Go DTÍ An Ré Dhigiteach (10 credits)

### **Sociology**

SO612 The Political economy and Cultures of the Internet (10 credits)

SO613 Advanced Research Methods (10 credits)

### **Semester 2**

#### **Anthropology**

AN674 Key Concepts in Anthropology 3 (5 credits)

#### **Geography**

GY619 Public Engagement and Spatial Justice (10 credits)

GY621 Dublin Urban Laboratory (10 credits)

GY629 Spatial Justice: Geographies of Social and Environmental Change (10 credits)

#### **History**

HY697 Gender and History in Britain and Ireland: A Survey (10 credits)

#### **Law**

LW685 Information Technology Law (10 credits)

#### **Music**

MU624 Individual Project (Music) (10 credits)

#### **School of Modern Languages**

ALIS6282 Introduction to (Critical) Discourse Analysis (10 credits)

## Timetables

The official university timetable information can be accessed at [MU Timetable](#)

Some MA module timetables are issued within departments and may not appear on the central timetable. Please contact the MA coordinator of the relevant department for such timetables.

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 regarding marks and progression

### 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.
- 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: [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](#). 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 - @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 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.

## **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.

## **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.

### **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.

- 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:** Department of Media Studies assignments may be through moodle or 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 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 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, or the system the module lecturer designates.

- 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).
- The Department of Media Studies 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 The 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](mailto:jeneen.naji@mu.ie)

## **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. 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](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 provide 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 "LibraryChat" 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>