

Short Title:	Digital Media within Society APPROVED
Full Title:	Digital Media within Society
Module Code:	DMED H3027
ECTS credits:	5
NFQ Level:	7
Module Delivered in	2 programme(s)
Module Contributor:	Siobhan Enright
Module Description:	This module aims to provide the learner with a broad vision of the role Digital Media plays in Irish and international culture and society, how Digital Media dialogue and artefacts are reflected by the culture and society producing them and how they in turn impact on that culture and society, in particular in a dynamic, diverse and changing society such as ours. The module further intends to indicate how legal, in particular copyright and privacy issues interact with the creation and use of digital media.
Learning Outcomes:	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> 1. Have a clear understanding of the sources of Irish Law and how to access legal documents. 2. Investigate ways in which digitization has transformed images in the media. 3. Have knowledge of the key elements of contract and intellectual property Law, and their relevance to digital content and its use. 4. Perceive the diversity of both Irish society and the wider International society in which the Digital Media facilitate communication, and the interaction between this diversity and the media discourse. 5. Know the issues that arise when challenging this discourse on traditional and new media, including • awareness of the nature of on-line content and it's implications on contemporary society. 	

Module Content & Assessment

Indicative Content
<p>Digital Media and Society Semiotics and decoding media content. Exploring and appreciating cultural Differences, communication and language in a diverse society. Cultural assumption in media content, the perpetuation of stereotype in reporting, both textual and visual. Reporting of crime, civil unrest and conflict. The need for balance and fairness. The issues of loaded words and 'othering'. The concept of the meme. Gender stereotyping, text and video content perpetuating or undermining traditional roles. Examples of media objects from other cultures, indicating alternative assumptions. Examples of media objects in this role. Irish media content in and Anglophone world; similarities and differences. The new media and the old; transmission of new cultural ideas via on-line communities and fora. Blogs, technology advancements, social media and other forms of online discourse, and their effect on language and society. Blogs and other on-line journalism in competition with the traditional forms. Inclusion and exclusion and the 'digital divide'. The role of digital media in the democratic process.</p>
<p>The Fundamentals of Irish Law The nature and classification of law, principal and secondary sources of law. The structure of the Irish Courts and the legal profession. Essential elements of a contract, the Forms, Terms and Validity of a contract, the discharge of a contract and remedies for breach.</p>
<p>The Law and Digital Media Data Protection principles and the scope of Data Protection law. The rights and remedies of the Individual and obligations under Data Protection legislation. The key elements of the patent system, and its application to software. The ownership of media items, the copyrighting of digital content, its nature and extent. The concept of Non-literal copying. Ethics issues such as "Fair Use", "Public Domain". The World Intellectual Property Organisation, the Universal Copyright Convention, EU Directives on copyright and intellectual property and the Copyright and Related Rights Act 2000. The law and the content of digital media, in particular the internet.</p>
<p>Diversity in Irish Society The concept of Diversity and changing views on Diversity in Ireland. Irish population and workplace Migration, Trends and Statistics. The economic impact, opportunities and challenges of Diversity. Sources of Ethnicity, Nationalism and racism and their interaction in Irish Society. Defining Stereotyping and the prevalence of Stereotypes in Society, and resulting prejudice and discrimination. Tools for Self-Awareness for the individual.</p>

Indicative Assessment Breakdown	%
Course Work Assessment %	60.00%
Final Exam Assessment %	40.00%

Course Work Assessment %				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Students will be required to write an essay for topics that might cover: the role of women in the media, effects of media on children, sociological impact of popular culture on society, ethnicity and the media. The student will be marked on their ability to conduct an analysis of these issues as well as delivering a presentation to their peers.	2,4,5	40.00	Week 10
Reflective Journal	Students will be required to write weekly reflective journal pertaining to the course content.	2,4,5	20.00	Sem 1 End

Final Exam Assessment %				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End-of-Semester Final Examination	1,2,3,4,5	40.00	End-of-Semester

Indicative Reassessment Requirement
<p>Repeat examination Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</p>
<p>Reassessment Description Reassessment will cover both completing repeat examination (40%)and assessment work (60%).</p>

ITB reserves the right to alter the nature and timings of assessment

Indicative Module Workload & Resources

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	30.00
Every Week	60.00

Resources

Recommended Book Resources

Gill Branston and Roy Stafford, *The media student's book*, third Ed., London ; Routledge, 2010. [ISBN: 0-415-37143-0]

Supplementary Book Resources

Tim O'Sullivan, Brian Dutton, Philip Rayner 2003, *Studying the media*, Arnold London [ISBN: 0-340-80765-2]

Helen Shaw (Editor), *Irish Media Directory and Guide 2006, The* [ISBN: 0-7171-3910-7]

Aric Sigman,, *Remotely Controlled* [ISBN: 0-09190260-6]

Ciaran McCullagh; consultant editor, Jo Campling 2002, *Media power*, Palgrave Basingstoke [ISBN: 0-333-64341-0]

M. Carole Macklin, Les Carlson, editors 1999, *Advertising to children*, Sage Publications Thousand Oaks, Calif. [ISBN: 0-7619-1285-1]

Susan D. Moeller 1999, *Compassion fatigue*, Routledge New York [ISBN: 0-415-92097-3]

Byron Reeves, Clifford Nass,, *The Media Equation : How People Treat Computers, Television, and New Media Like Real People and Places* [ISBN: 1-57586-053-8]

Graeme Burton 2010, *Media And Society: Critical Perspectives*, Open University Press

This module does not have any article/paper resources

This module does not have any other resources

Module Delivered in

Programme Code	Programme	Semester	Delivery
BN_DDME8_8	Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]	5	Mandatory
BN_DDME8_7	Bachelor of Arts in Creative Digital Media [180 ECTS credits]	5	Mandatory