

# SO118-15 Life of Media: Past, Present and Future

**21/22**

**Department**

Sociology

**Level**

Undergraduate Level 1

**Module leader**

Eric Jensen

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

Distance or Online Delivery

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## Description

### Introductory description

The module aims to provide a historical and theoretical introduction to the formative role of media in constitution of power and knowledge in modern society.

### Module aims

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### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- 1 Introduction to module, with overview of learning journey
- 2 Historical developments in media technology and society
- 3 The power of media in public life
- 4 How media affect daily life

- 5 Media's role in political influence
- 6 Reading Week: No Lectures or Seminars
- 7 The limited effects tradition in media influence research
- 8 Social media audiences and digital life
- 9 Role of social media in (mis)information seeking and consumption
- 10 Media and contemporary life

## Learning outcomes

By the end of the module, students should be able to:

- 1. Distinguish and explain the major transitions and 'revolutions' in the modern history of media.
- 2. Understand the role that media has played in structuring knowledge and power in modern society
- 3. Explain the continuities and differences between newer computer-based media (including social media) and older media such as print, radio and television.
- 4. Account for the various roles that 'journalism' and 'journalists' have played in the modern history of media.
- 5. Discuss critically the rise of 'public opinion' and 'public relations' as distinctive objects of media study.
- 6. Examine the challenges that the internet has made to traditional sources of authoritative knowledge, especially science.

## Indicative reading list

John Thompson (1995). *The Media and Modernity: A Social Theory of the Media*. Stanford: Stanford University Press.

Wang, et al. (2019). *Systematic Literature Review on the Spread of Health-related Misinformation on Social Media*.

Waiter Lippmann, *Public Opinion* (1922).

Evgeny Morozov, *The Net Delusion* (2010).

Elisabeth Noelle-Neumann, *The Spiral of Silence* (1982)

Robert Wuthnow, *Communities of Discourse* (1989)

## Interdisciplinary

Covers content from sociology, communication, anthropology and psychology

## International

Focuses on global media landscape, with international examples

## Subject specific skills

- knowledge of the underlying concepts and principles associated with their area(s) of study,

and an ability to evaluate and interpret these within the context of that area of study

- an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study.

## Transferable skills

- evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work
- communicate the results of their study/work accurately and reliably, and with structured and coherent arguments
- undertake further training and develop new skills within a structured and managed environment.

And holders will have:

- the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

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## Study

### Study time

Type	Required
Online learning (scheduled sessions)	9 sessions of 1 hour (6%)
Online learning (independent)	9 sessions of 1 hour (6%)
Private study	132 hours (88%)
Total	150 hours

### Private study description

Reading and other preparation for online seminars. Preparation and writing of online preparation work. Preparation and writing of summative work and revision.

### Costs

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

Students can register for this module without taking any assessment.

## Assessment group A1

	Weighting	Study time	Eligible for self-certification
Assessment component			
Assessed Essay 2,000 word essay	100%		Yes (extension)
Reassessment component is the same			

## Feedback on assessment

Standard through Tabula

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## Availability

### Courses

This module is Core optional for:

- Year 1 of UHIA-VL13 Undergraduate History and Sociology

This module is Optional for:

- Year 1 of ULPA-P301 Undergraduate Media and Creative Industries
- Year 1 of USOA-L314 Undergraduate Sociology and Criminology

This module is Option list A for:

- USOA-L301 BA in Sociology
  - Year 1 of L301 Sociology
  - Year 1 of L305 Sociology with Specialism in Cultural Studies
  - Year 1 of L303 Sociology with Specialism in Gender Studies
  - Year 1 of L304 Sociology with Specialism in Research Methods
  - Year 1 of L302 Sociology with Specialism in Social Policy

This module is Option list G for:

- Year 1 of UPHA-V7ML Undergraduate Philosophy, Politics and Economics