



PARTNERS ACADEMIC SUMMER SCHOOL 2024

Syllabus for Media

Subject Area

This syllabus is for PARTNERS applicants seeking to progress to the degrees of:

- BA (Hons) in Film and Media P303
 - BA (Hons) in Film Practices P313
 - BA (Hons) Journalism, Media and Culture P500
 - BA (Hons) Media, Communications and Cultural Studies PQL0
 - BA (Hons) Digital Cultures and Media P305
-

Aims

To allow students to demonstrate their potential to succeed in specified degree programmes by showing a grasp of entry-level subject-specific knowledge, understanding, cognitive and subject-specific skills.

Learning Outcomes

A good knowledge and understanding of ...

- some political and practical debates in media, documentary filmmaking, culture, society, journalism, and public relations.
- social divisions and inequalities within culture and the media, such as gender.
- practices in journalism, public relations, and media textual analysis

The ability to apply this knowledge and critical understanding to...

engage in activities corresponding to each academic content session.

After completing the activities, you will share responses in the discussion forum associated with the respective media session

Competence in...

- Researching in the library and online, crafting concise written arguments, introductory textual analysis, introductory argumentation skills and peer evaluation
-

Summer School Syllabus

Monday

- Introduction to the Media Strand (in-person)
- Media and Representation (in-person)
- Do it yourself Media (in-person)

Tuesday

- Journalism (in-person)
- How to do Public Relations (in-person)
- What is a Documentary? (in-person)

Wednesday

- Digital Media and Gaming (asynchronous)
- Why Make Documentaries? (asynchronous)

Thursday

- Sport & Media (asynchronous)
- Drop In Session (synchronous)
- Drop In Assessment Q&A Session (online, synchronous)

Friday

- Conclusion and Studying Media Q&A (online, synchronous)
-

Activities for Personal Study

Please see session summaries and activities on CANVAS for details.

On-Campus Teaching:

Sunday 30th June (PM), Monday 1st July, Tuesday 2nd July

Online Teaching:

Wednesday 3rd , Thursday 4th & Friday 5th (AM only) July

Formative Assessment Details

Various activities eg, short essays, reflective writing, photographs.

Hand-in Method

Digital

Assessment deadline

Friday 12th July