

BSOC311 Mass Media and Communication

ECTS Value: 5 ECTS
Self-Study Hours: 75

Contact Hours: 25
Assessment Hours: 25

Module Description

Throughout this module the learner is helped to explore Mass Media and related sociological rationale within the Social Studies Syllabus and the context of Social Studies within the wider sphere of the Syllabi in use in the secondary level of education. Subject content covered will include the main impact of mass media on society, media as an important agent of socialisation, purposes and different forms of mass media and how these have affected globalisation in various aspects. Other discussions will include the meaning of mass media, how different forms of mass media can positively and negatively effect society, the role of journalism in modern society, explore pluralism of the media and its implications on society. Learners will be helped to investigate also how mass media have contributed to a globalised society.

Overall Objectives and Outcomes

By the end of this module, the learner will be able to:

Competences

- a) extend and apply knowledge of the media section within the Social Studies syllabus to students' life;
- b) initiate both local and foreign linked projects to be used during the Social Studies lessons;
- c) systematically understand key aspects of media and the hidden messages it portrays.

Knowledge

- a) define mass media and communication;
- b) different forms, characteristics, functions and purposes of mass media;
- c) systematically understand the role of free journalism, pluralism, adverts and media ownership vis a vis globalisation using Malta as a case-study.

Skills

- a) associate projects, fieldworks and partnerships to the Social Studies syllabus;
- b) apply knowledge to students' everyday life;
- c) comment on topics regarding mass media in our everyday Social Studies.

Mode of Delivery

This module adopts a Blended Approach. Information related to the structure and delivery of the module may be accessed through the IfE Portal. For further details, kindly refer to the Teaching, Learning and Assessment Policy and Procedures found on the Institute for Education's website.

Assessment Methods

This module will be assessed through: Education Resources Portfolio, Presentation of Material and Reflective Journal.

Suggested Readings

- 1) Briguglio, B. and Brown, M. (Eds) (2016). *Sociology of the Maltese Islands*. Malta: Agenda.
- 2) Browne, K. (2015). *Sociology for AQA Volume 1, 5th edition*. Wiley-Blackwell.
- 3) Giddens, A. and Sutton, P.W., (2013). *Sociology, 7th edition*. Cambridge, UK: Polity Press.
- 4) Said Zammit G Ed. (2012). *Environmental Education: Malta and beyond*. Malta: Miller Publishing.
- 5) Browne, K. (2015). *Sociology for AQA Volume 1, 5th edition*. Wiley-Blackwell.

Supplementary Reading List

- 1) Frenzo H, Friggieri O Ed. (1994). *Malta Culture and Identity*. Malta, Ministry of Youth and Arts.