

## *Introduction to Print Media*

### **Introduction**

This introductory module is designed to introduce students to a variety of print article genres and formats. It also introduces students to newspaper practice and the routines of the modern newsroom.

This module is also designed to teach students how to produce articles suitable for publication in the print media. Students will consider the role of editorials, analyse the role of language and examine two case studies of international print media practice.

### **Aims**

This module aims to enable the student to:

- Differentiate between different forms of print media and genre types.
- Attain a familiarity with the variety of print media job descriptions and responsibilities.
- Produce a variety of article types and be confident users of the written word.

### **Learning Outcomes**

On successful completion of this module, the student should be able to:

- Demonstrate their own intellectual abilities to analyse the print media through group and discussion work.
- Competently identify, analyse and replicate the linguistic features of an article and critically evaluate current print media practices.
- Display with confidence the basic skills to write and subedit a variety of articles which comply with space and time restrictions, as well as to find images for news and feature articles.
- Demonstrate specialised knowledge of case studies and understand the editorial processes involved in producing print media.

### **Indicative Module Content**

Magazines, Newspapers and the Editorial Office:

Where do News and Features Come From?

Feature Writing

News Writing:

News, nibs and analysis: What's the difference?

Subediting Techniques:

Photo editing

Style and its Role

Language and Discourse Analysis

The Role of Editorials

Writing production sessions

## *Introduction to Ways of Seeing*

### **Introduction**

The photographic image has become a powerful communicative tool and it is important that students understand its significance and practical use. Through this module students will be given an introduction in how to assess, interpret and evaluate images from a cultural, sociological and historical viewpoint. Students will be able to understand in a structured way how meaning is conveyed through images, especially photographic imagery.

### **Aims**

This module aims to enable the student to:

- Interpret and evaluate images from a cultural, sociological and historical perspective.
- Develop skills in the structuring of the photograph to communicate meaning and impression within a visually and semiotically strong image.
- Discuss the power relationships inherent in the process of representation.

### **Learning Outcomes**

On successful completion of this module, the student should be able to:

- Competently identify and apply the basics of visual analysis methodologies.
- Understand the importance of historically specific cultural indicators in decoding visual forms of communication.
- Show an understanding of the language of visual communication; interpreting the creative and communicative elements within an image.
- Assess, interpret and evaluate images on different levels including culturally and historically.

### **Indicative Module Content**

The Psychology of Vision and Visual Language

De-Mystification of Art.

Semiotics

The Importance of the Medium

What is a photograph?

Exploring aesthetics

Image Analysis

The Rhetoric of the Image

Society of the Spectacle

Developing Approaches