

MTD113e History of Media

Level: 1

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

MTD113 History of Media is designed to provide students with comprehensive knowledge of media development – its history and significant applications to today's social environment. Students will understand the theories and applications of media as a tool of communication.

Topics:

- Introduction to media as communication tool
- Ancient media
- Paper media
- The Revolution of industrial media
- Golden era of media: radio, TV and movies
- TV broadcasting
- The world of cables
- The birth of Internet and the arrival of digital age
- Interactive digital media convergence
- Evolution of media technology
- Media as a social medium
- Media as a driver of technology

Textbooks:

By Joseph Turow.: Media Today - Mass Communication in a Converging World (eTextbook) 6th edition. Routledge (Taylor & Francis)
ISBN-13: 9781317401025-AA

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Learning Outcome:

- • develop a critical viewpoint and awareness of media issues
- • demonstrate an awareness of historical development and evolution of media from the printing press to radio, television and internet, social media and mobile technologies
- • classify the technological innovations in prints, television media, mass media and new media
- • explain the process of human communication in its various contexts and how it is impacted by technology and media
- • discuss the significance of major moments in communication and media history and how it relates to the field today and in the future
- • analyse the importance of media as a social networking tool and evaluate its application as a powerful agent of change

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	15
PRE-CLASS QUIZ	2
QUIZ	9
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
Sub-Total	30

Examinable Component	Weightage (%)
Written Exam	70
Sub-Total	70

Weightage Total **100**