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| **Minor Award Name** | Media Analysis |
| **Minor Award Code** | 5N1298 |
| **Level** | Level 5 |

Suggested resources to support delivery:

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| Theme/Topic | Type | Relevance | Author/Source | Web Link |
| **Understand-ing the media**  | Website | Explains how media language can shape the way people think and how news is mediated. | Brett Lamb | <http://lessonbucket.com/media-in-minutes/representation/>  |
| Website | Offers a good introduction to semiotics. | MediaStudiesSalt-ash | <http://www.slideshare.net/MediaStudiesSaltash/semiotics-for-beginners-as-level>  |
| Website | Explores the representations of gender in the media. | Bruno Giegerich | <http://www.slideshare.net/brunogiegerich/the-sociology-of-mass-media-representations-of-gender-on-the-media?next_slideshow=1>  |
| **Types of Ownership****Types of Ownership** | Online Document (pdf) | Examines the role of regulation in the media industry. | Brett Lamb | <http://lessonbucket.com/media/media_regulation.pdf> |
| Website | The article provides a short history of TV3 and Virgin Media’s takeover of the commercial broadcaster. | Irish Times | <http://www.irishtimes.com/business/media-and-marketing/upc-ireland-buys-tv3-in-deal-worth-up-to-87-million-1.2272743>  |
| Online Document (pdf) | A good examination of public service broadcasting and the role of RTE. | Price Waterhouse Cooper | <http://static.rasset.ie/documents/about/rte-eis-2011-final-report-v7.pdf> |
| **Ownership influences** | Website | Explores media ownership issues in Ireland with attention to Independent News Media. | Village Magazine | <http://villagemagazine.ie/index.php/2013/05/media-ownership-concentrated-and-under-regulated/> |
| Website | Describes the need for legislation to address issues around media mergers in Ireland. | Irish Times | <http://www.irishtimes.com/opinion/action-on-media-mergers-legislation-required-now-1.507089> |
| Website | The article comments on the dangers of media ownership concentration in Ireland. | Irish Examiner  | <http://www.irishexaminer.com/viewpoints/columnists/alison-oconnor/media-merger-guidelines-are-impotent-and-an-act-of-cowardice-337760.html> |
| Website | The article describes how press regulation works with a Press Ombudsman and Press Council. | The Guardian | <http://www.theguardian.com/media/greenslade/2013/mar/21/press-regulation-ireland>  |
| **Audiences** | Website | Explains how different audiences make sense of the media. | BBC | <http://www.bbc.co.uk/bbctrust/our_work/audiences/diverse_audiences.html>  |
| Website | Explores the effect model on audiences and the hypodermic needle theory. | Brett Lamb | <https://www.youtube.com/watch?v=Qt5MjBlvGcY> |
| Website | Describes how individuals and groups consume media products and, in particular, the uses and gratification model. | [Grant Abbitt](https://www.youtube.com/user/mediagabbitt) | <https://www.youtube.com/watch?v=Vn9_0mTfT3Y> |
| Website | Describes the two step flow model and the influence of opinion leaders. | Brett Lamb | <http://lessonbucket.com/media-in-minutes/the-two-step-flow-theory/> |
| Website | This articles suggests guidelines to parents and carers to restrict child access to television. | The Guardian | <http://www.theguardian.com/society/2009/oct/14/tv-children-harmful-effects> |
| **Media companies** | Website | Explores the impact of global media ownership on local audiences. | JP Hibbert | <http://www.slideshare.net/jphibbert1979/media-ownership-revision>  |
| Online Document (pdf) | A detailed report on the television licence fee in Ireland by Independent Broadcasters of Ireland. | Independent Broadcasters of Ireland (IBI) | <http://www.ibireland.ie/wp-content/uploads/2015/09/Television-Licence-Fee-Report-30-Sept-20151.pdf>  |
| Online Document (pdf) | Gives an understanding of the main values associated with public service broadcasting. | Department of Communications, Marine and Natural Resources | <http://www.rte.ie/documents/about/public-service-broadcasting-charter.pdf>  |
| **Genres** | Online Document (pdf) | Offers an explanation of genre types and their formats for audiences. | Robert Clack | <http://www.slideshare.net/robertclackmedia/genre-theory-7086744?related=2>  |
| Online Document (pdf) | Examines the distinctive style and form of soap opera serials. | Daniel Chandler | <http://www.ocr.org.uk/images/61418-question-paper-unit-2431-02-unit-01-non-fiction-media-and-information-reading-booklet.pdf>  |
| **Media production** | Website | An informative screen shot of audience feedback on BBC digital content. | BBC | <http://dcmsblog.uk/wp-content/uploads/2015/08/Screen-Shot-2015-08-17-at-11.15.47.png>  |
| Website | Provides a good explanation of cross media ownership and its effect on production. | Shubham Nag | <http://www.slideshare.net/shubhamnag3/cross-media-ownership>  |
| **Impartial Reporting** | Online Document (pdf) | A viewer’s or listener’s guide to making a complaint about content carried by Irish broadcasters. | BAI | <http://www.bai.ie/index.php/broadcasting-complaints/>  |
| **Privacy** | Website | Explains why media privacy is an important issue. | Glenn Greenwald | <https://www.ted.com/talks/glenn_greenwald_why_privacy_matters> |
| **Ethics****Ethics** | Online Document (pdf) | Recommended reading - This states RTE’s use of professional standards and codes of behaviour and its position on issues involving, inter alia, trust and accuracy, impartiality, fairness and privacy in news and current affairs and social media. | RTE | <http://www.rte.ie/documents/about/rte-journalism-guidelines-april3-2012.pdf>  |
| Online Document (pdf) | This booklet deals with rules relating to fairness, objectivity and impartiality in news and current affairs. | BAI | <http://www.bai.ie/wordpress/wp-content/uploads/20130408_BAICOFOI_OnlineVer_bf.pdf>  |
| Online Document (pdf) | This article offers a view of ethics from a journalist’s perspective. | Bob Williams | <http://www.mga.edu/student-life/docs/Student_Media_Ethics.pdf> |
| **News Reporting** | Website | Recommended website - offers a good overview of the Irish media landscape. | European Journalism Centre | <http://ejc.net/media_landscapes/ireland> |
| Website | Recommended website - Explores ways to write online media content for a multi-platform environment. | BBC Academy | <http://www.bbc.co.uk/academy/production/online/content-production/article/art20130702112136456>  |
| Website | Describes Galtung and Ruge's analysis of international news stories to find out what factors they had in common. | Mediaknowall | <http://mediaknowall.com/gcse/news/news.php?pageID=values>  |
| Website | Offers a statement of the company’s news values and principles. | Associated Press | <http://www.ap.org/company/news-values>  |
| **The Media Student’s Book** | Book | This book includes an introduction to semiology and psychoanalysis with student tasks included. The Marxist connection with media theory is explored alongside other forms. The book covers genre theory in television and film. The book explains how some media businesses are primarily carriers of content to attract specific audiences for advertisers. The books looks at the way newspapers and broadcasters create what is regarded as ‘news’. The authors explore the global media business and tackle ownership issues by studying the rise of conglomerates.  | Author(s): Gill Branston and Roy StaffordPublished by Routledge  | <http://www.omahonys.ie/v2/r_prod_info.php?p=274336> |
| **Effective Commnuni-cation** | Book | The book covers the main methods of collecting information from primary and secondary research techniques. | Author(s): Nicholas HarveyPublished by Gill and Macmillan | [http://www.amazon.com/Effective-Communication-Nicholas-Harvey/dp/0717159760/ref=sr\_1\_1?s=books&ie=UTF8&qid=1446306802&sr=1-1&keywords=effective+communication+by+nicholas+harvey](http://www.amazon.com/Effective-Communication-Nicholas-Harvey/dp/0717159760/ref%3Dsr_1_1?s=books&ie=UTF8&qid=1446306802&sr=1-1&keywords=effective+communication+by+nicholas+harvey) |
| **Key Concepts and Skills for Media Studies** | Book | The book explores the role of owners of media companies across different sectors, like radio and newspapers, and their influence on the production and delivery of content across these sectors. | Author(s): Vivienne Clark, James Baker and Eileen LewisPublished by Hodder and Stoughton  | <http://www.kennys.ie/key-concepts-and-skills-for-media-studies-2.html>  |

Useful Organisations:

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| **Name** | **Contact Information** |
| National Union of Journalists | <http://www.nuj.ie> |
| Broadcasting Authority of Ireland | <http://www.bai.ie>  |
| Press Ombudsman | <http://www.presscouncil.ie/office-of-the-press-ombudsman.167.html>  |
| Media Education Foundation | <http://www.mediaed.org> |
| The Guardian | <https://www.theguardian.com/info/2015/aug/05/the-guardians-editorial-code>  |
| Society of Professional Journalists | <http://www.spj.org/ethicscode.asp>  |
| BBC Bitesize Media Studies | <http://www.bbc.co.uk/education/subjects/ztnygk7> |
| Action Coalition for Media Education | <http://www.acmecoalition.org/free_acme_teaching_resources/index.html>  |
| Communicorp | <http://www.communicorp.ie> |
| European Broadcasting Union | <http://www3.ebu.ch/home>  |
| Voice of the Listener | <http://www.vlv.org.uk>  |
| Independent Broadcasters of Ireland | <http://www.ibireland.ie>  |
| Advertising Standards Authority for Ireland | <http://www.asai.ie>  |
| Competition and Consumer Protection Commission | <http://www.ccpc.ie>  |
| Society for Cinema and Media Studies  | <http://www.cmstudies.org/?page=resources_teaching>  |
| Data Protection Commissioner | <https://www.dataprotection.ie/viewdoc.asp?DocID=4>  |

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| **MOOCs (Massive Online Open Courses)** |
| Free access to online coursesSearch regularly for new courses and new start dates | https://www.mooc-list.com/ |
| BBC Academy | <http://www.bbc.co.uk/academy>  |
| Film Studies for Free | <http://filmstudiesforfree.blogspot.ie>  |