

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:

Joseph Turow: Media Today - Mass Communication in a Converging World 7th Routledge
ISBN-13: 9780429951299

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 (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	2
	PRE-CLASS QUIZ 2	2
	PRE-CLASS QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	15
	QUIZ 1	9
Overall Examinable Components	Written Exam	70
Total		100