

Media+ PGT Resits Assessments 23-24

Please select your module from the list below. It will link to the resit assessment information.

Please take note of the submission instructions for your module. If you are a student trailing the assessment from a previous academic year or having a deferred resit, you will be given access to the Canvas page so that you are able to submit your work.

If you are unsure how to submit, please refer to the guidance on the Sussex website [Submitting an assessment : University of Sussex](#). Alternatively, please contact the MAH Curriculum and Assessment team for advice (mah-cao@sussex.ac.uk).

You can find your deadlines for resits on Sussex Direct

Media+ PGT Resits 23-24		
Audio Features	Global News Industries A	Researching Cultural & Creative Industries
Critical Perspectives Development Media	Global News Industries B	Video Features
Cultural & Creative Industries: Industry Experience	Journalism in Transition B	Dissertation (Journalism)
Cultural & Creative Industry Dissertation	Media Theory and Research	Journalism Project
Digital Features	Media, Culture and Communication	Dissertation: Digital Media
Digital Journalism	Media, Law and Ethics	Industry Placement & Written Submission
Digital Media: Theory and Critique	New Developments in Digital Media	Software Project and Written Submission: Digital Media
Digital Methods for Research & Practice	Queering Popular Culture	Digital Dissertation Project
Gender, Sexuality and Digital Culture	Race, Culture and the Media	Promotional Culture

Module Title	Module Code	Format & Weighting
Audio Features	024P3	See below
Assessment Details and Expectations		
RESIT: Portfolio (100%)		
Students should re-attempt their original assessment, to which you can find instructions for on the Assignment and Guidance section of the module's Canvas site. If you have previously submitted the assessment and you are re-attempting, students may:		

SCHOOL OF MEDIA, ARTS AND HUMANITITES

- Use the same title as work previously submitted for the relevant assessment, or choose a different title if they feel that would benefit them

- Submit a rewritten version of work previously submitted for the relevant assessment

- Include any part of their work previously submitted for the relevant assessment

If this is your first attempt at the assessment due to a non-submission or condoned nonsubmission:

- You will need to attempt the assessment from the beginning as outlined in the module's Canvas site.

<https://canvas.sussex.ac.uk/courses/21786/pages/assignments-and-guidance>

Submit to Canvas

Trailing Students to Submit to 22-23 Canvas pages [here](#)

Module Title	Module Code	Format & Weighting
Critical Perspectives Development Media	014P3	See below

Assessment Details and Expectations

RESIT: Essay (70%) 4000 words

Please choose one of the following questions:

- Critically discuss the media use of a specific humanitarian organisation in its historical and contemporary context.
- Choose an activist media campaign and critically appraise it through key scholarship in media activism.
- Analyze an iconic development or social change representation, drawing on the concepts and theories discussed in class.
- Can Development Journalism serve as a viable alternative to mainstream media? Provide answer with relevant examples and references.
- In what ways have communication technologies been used to talk about gender issues within the development discourse? Answer with reference to two case studies.
- Why is community media considered to be an important form of development communication? What are its critiques? Explain with the help of two case studies.

For more guidance and information, please visit the module's Canvas site.

https://canvas.sussex.ac.uk/courses/21850/pages/assignments-and-guidance?module_item_id=1088587

Submit to Canvas

RESIT: Report (30%)

You should complete a presentation (duration, 10 minutes) using primary and/or secondary research that explore the themes and theories from the module (chosen from one of the module weeks). The presentation should provide a synopsis of the research findings and demonstrate critical engagement with the themes and theories explored.

The assessed presentation project can consist of conducting some primary research on a topic relevant to the module, and the development of a presentation about this in an engaging way. It is an opportunity to develop research and presentation skills in a focused way. Primary research can consist of meeting people, conducting interviews, group discussions and so on, in relation to a specific topic. Most students select one of the weekly topics and use this as a springboard for their presentation topic.

Another option is to conduct detailed secondary research into a subject, drawing together resources and developing an original analysis of an issue. For example, in the past, one student explored the visual representation of immigrants in Italian media, while another looked at sexual violence and global media. Another student developed a presentation looking at graffiti, street art and social change. One student critically explored issues around drone journalism.

The choice of topic is up to you, but a suggestion is to focus on one of the specific module weeks and utilise the theory and resources alongside your own research in the making of your presentation.

The materials should be appropriate for a **10-minute presentation**. You should prepare presentation materials, consisting of PDF slides (PowerPoint, Prezi or other similar **converted into PDF for submission** - *please note that links to an external site are not acceptable – the presentation materials and research findings must be submitted via the appropriate, time recorded, Sussex submission route*). The presentation slides should be accompanied by the audio or video of the presentation (submitted as an MP3 or MP4 respectively). This can be recorded on a phone or any other available technology. Please note, you will not be assessed on the quality of the audio recording, but on the contents of the ideas/research within the presentation. You can also embed video, audio, photographs, or other art (subject to copyright) into your slides.

Your presentation **must** include the following:

- Visually striking and professional-looking slides (not text heavy) in **PDF format**. The appropriate slides should demonstrate your understanding of it as a visual medium of communication.
- Well-rehearsed vocal delivery of the ideas you wish to present. Professional, academic verbal communication skills.
- Evidence of careful planning, particularly in relation to the flow of the presentation and timing.
- Reference specific details from the module readings and your own academic research. The application of technical language and academic sources to support your argument.

Submit to Canvas

SCHOOL OF MEDIA, ARTS AND HUMANITITES

Module Title	Module Code	Format & Weighting
Cultural & Creative Industries: Industry Experience	889P4	See below
Assessment Details and Expectations		
<p>RESIT: Portfolio (100%)</p> <p>Please refer to and reattempt the original assessment instructions.</p> <p>Assignments and guidance: Cultural and Creative Industries: Industry Experience [23/24] (sussex.ac.uk)</p> <p>Submit to Canvas</p>		

Module Title	Module Code	Format & Weighting
Cultural & Creative Industry Dissertation	887P4	See below
Assessment Details and Expectations		
<p>RESIT: Dissertation (100%)</p> <p>Please refer to and reattempt the original assessment instructions. If you have any questions please contact your supervisor.</p> <p>https://canvas.sussex.ac.uk/courses/22577/pages/assignments-and-guidance</p> <p>Submit to Canvas</p>		

Module Title	Module Code	Format & Weighting
Digital Features	006P3	See below
Assessment Details and Expectations		
<p>RESIT: Portfolio (70%)</p> <p>If you have previously submitted the assessment you are re-attempting students may not:</p> <ul style="list-style-type: none"> · Use the same title as work previously submitted for the relevant assessment · Submit a rewritten version of work previously submitted for the relevant assessment · Include any part of their work previously submitted for the relevant assessment. <p>Students should submit a new portfolio</p>		

[Assessment Information and Expectations: Digital Features \[23/24\] \(sussex.ac.uk\)](#)

Submit to Canvas

Trailed Resit: Portfolio (70%)

If you have previously submitted the assessment you are re-attempting students may not:

- Use the same title as work previously submitted for the relevant assessment
- Submit a rewritten version of work previously submitted for the relevant assessment
- Include any part of their work previously submitted for the relevant assessment.

Students should submit a new portfolio

<https://canvas.sussex.ac.uk/courses/21816/pages/assignments-and-guidance>

Submit to 22-23 Canvas pages [here](#)

RESIT: Essay (30%)

If you have previously submitted the assessment you are re-attempting students may not:

- Use the same title as work previously submitted for the relevant assessment
- Submit a rewritten version of work previously submitted for the relevant assessment
- Include any part of their work previously submitted for the relevant assessment.

Students should submit a new essay

[Assessment Information and Expectations: Digital Features \[23/24\] \(sussex.ac.uk\)](#)

Submit to Canvas

Trailed Resit: Essay (30%)

If you have previously submitted the assessment you are re-attempting students may not:

- Use the same title as work previously submitted for the relevant assessment
- Submit a rewritten version of work previously submitted for the relevant assessment
- Include any part of their work previously submitted for the relevant assessment.

Students should submit a new essay

[Assignments and guidance: Digital Features \[22/23\] \(sussex.ac.uk\)](#)

Submit to 22-23 Canvas pages [here](#)

Module Title	Module Code	Format & Weighting
--------------	-------------	--------------------

Digital Journalism	007P3	See below
Assessment Details and Expectations		
<p>RESIT: Portfolio (70%) If you have previously submitted the assessment you are re-attempting students may not:</p> <ul style="list-style-type: none">· Use the same title as work previously submitted for the relevant assessment· Submit a rewritten version of work previously submitted for the relevant assessment· Include any part of their work previously submitted for the relevant assessment. <p>Students should submit a new portfolio</p> <p>https://canvas.sussex.ac.uk/courses/21845/pages/assignments-and-guidance</p> <p>Submit to Canvas</p> <p>Trailed Resit: Portfolio (70%) If you have previously submitted the assessment you are re-attempting students may not:</p> <ul style="list-style-type: none">· Use the same title as work previously submitted for the relevant assessment· Submit a rewritten version of work previously submitted for the relevant assessment· Include any part of their work previously submitted for the relevant assessment. <p>Students should submit a new portfolio</p> <p>Assignments and guidance: Digital Journalism [22/23] (sussex.ac.uk)</p> <p>Submit to 22-23 Canvas pages here</p> <p>RESIT: Essay (30%) If you have previously submitted the assessment you are re-attempting students may not:</p> <ul style="list-style-type: none">· Use the same title as work previously submitted for the relevant assessment· Submit a rewritten version of work previously submitted for the relevant assessment· Include any part of their work previously submitted for the relevant assessment. <p>Students should submit a new essay</p> <p>https://canvas.sussex.ac.uk/courses/21845/pages/assignments-and-guidance</p> <p>Submit to Canvas</p> <p>Trailed Resit: Essay (30%) If you have previously submitted the assessment you are re-attempting students may not:</p> <ul style="list-style-type: none">· Use the same title as work previously submitted for the relevant assessment· Submit a rewritten version of work previously submitted for the relevant assessment· Include any part of their work previously submitted for the relevant assessment <p>Students should submit a new essay</p> <p>Assignments and guidance: Digital Journalism [22/23] (sussex.ac.uk)</p>		

Submit to 22-23 Canvas pages [here](#)

Module Title	Module Code	Format & Weighting
Digital Media: Theory and Critique	013P3	See below

Assessment Details and Expectations

RESIT: Essay (50%)

Students should re-attempt their original assessment, to which you can find instructions for on the Assignment and Guidance section of the module's Canvas site.

<https://canvas.sussex.ac.uk/courses/21825/pages/assignments-and-guidance>

If you have previously submitted the assessment you are re-attempting students may:

1. Use the same title as work previously submitted for the relevant assessment, or choose a different title if they feel that would benefit them
2. Submit a rewritten version of work previously submitted for the relevant assessment
3. Include any part of their work previously submitted for the relevant assessment

If this is your first attempt at the assessment due to a non-submission or condoned non-submission:

4. You will need to attempt the assessment from the beginning as outlined in the module's Canvas site.

Submit to Canvas

RESIT: Project (50%)

Produce a post-digital aesthetic artefact that draws from themes presented and discussed in workshops and seminars.

The submission must contain:

1. A project brief (200 words) (Word doc or PDF): outlining a scheme for a piece of practical work that demonstrates both an understanding and a critical investigation of both the theory and practice of digital media.
2. A post-digital aesthetic artefact (weblink, PDF, application files, software etc. whatever is appropriate): critically explores a question you have devised.
3. A video walk-through of the piece presenting and explaining what the work does and how it achieves it.

SCHOOL OF MEDIA, ARTS AND HUMANITITES

4. A written process book (Word doc or PDF): including responses to DIY learning resources supplied initially by your tutor and found on the Canvas site, then added to by you. This should take the form of an annotated learning-log showing how you've been working with critical responses to the tutorials used addressing why they were useful, what else they should contain etc. (for each week).

5. A short project critique (500 words).

The final artefact may incorporate various visual elements, static and dynamic use of typography and graphics etc. audio and even video and should explore the form of new use (or misuse) of the medium, radical audio-visual design, or unexplored combination or juxtaposition of ideas and theoretical concepts through a critical engagement with the notion of post-digital aesthetics.

Submit to Canvas

Trailing Students to Submit to 22-23 Canvas pages [here](#)

Module Title	Module Code	Format & Weighting
Digital Methods for Research & Practice	897P4	See below
Assessment Details and Expectations		
<p>RESIT: Essay (100%) Students should re-attempt the original assessment. Please refer to the instructions on the Assignment and Guidance section of the module's Canvas site. https://canvas.sussex.ac.uk/courses/25103/pages/assignments-and-guidance</p> <p>Submit to Canvas</p>		

Module Title	Module Code	Format & Weighting
Gender, Sexuality and Digital Culture	862P4A	See below
Assessment Details and Expectations		
<p>RESIT: Essay (75%) Please refer to and reattempt the original assessment instructions. https://canvas.sussex.ac.uk/courses/22390/pages/assignments-and-guidance</p> <p>Submit to Canvas</p>		

SCHOOL OF MEDIA, ARTS AND HUMANITITES

RESIT: Report (25%) 1000 words

Select one of the weekly topics and produce a 1,000 word report on this topic. Your report will include analysis of a case study example of your choosing (not one already explored in the reading). It will engage with the core reading for that week and at least one of the further readings.

Your report should demonstrate the following:

- Evidence that you have understood the core reading – this is not an overview of the reading – this needs to use, apply, question or explore the reading.
- Evidence that you can apply and use ideas from the core reading – not to repeat the detail of case studies or examples from that reading - but to respond to them.
- Evidence that you have undertaken some further reading and explored the subject in more depth than you normally would for a seminar – but remember this is not a book review.

Think of your report as an essay - with a research question, evidence of research and an analysis of the case study material.

Submit to Canvas

Module Title	Module Code	Format & Weighting
Global News Industries A	029P3	See below

Assessment Details and Expectations

RESIT: Essay (100%)

Please re-attempt the original assessment; instructions can be found on the module's Canvas site.

<https://canvas.sussex.ac.uk/courses/21799/pages/assignments-and-guidance>

Submit to Canvas

Trailed Resit: Essay (100%)

Please re-attempt the original assessment; instructions can be found on the module's Canvas site

[Assignments and guidance: Global News Industries A \[22/23\] \(sussex.ac.uk\)](#)

Submit to 22-23 Canvas pages [here](#)

Module Title	Module Code	Format & Weighting
--------------	-------------	--------------------

SCHOOL OF MEDIA, ARTS AND HUMANITITES

Global News Industries B	023P3	See below
Assessment Details and Expectations		
<p>RESIT: Essay (100%) Please re-attempt the original assessment; instructions can be found on the module's Canvas site. https://canvas.sussex.ac.uk/courses/21780/pages/assignments-and-guidance</p> <p>Submit to Canvas</p>		

Journalism in Transition B	875P4	Format & Weighting See below
Assessment Details and Expectations		
<p>RESIT: Essay (100%) Students should re-attempt their original assessment, to which you can find instructions for on the Assignment and Guidance section of the module's Canvas site. https://canvas.sussex.ac.uk/courses/22466/pages/assignments-and-guidance If you have previously submitted the assessment you are re-attempting students may:</p> <ol style="list-style-type: none"> 1. Use the same title as work previously submitted for the relevant assessment, or choose a different title if they feel that would benefit them 2. Submit a rewritten version of work previously submitted for the relevant assessment 3. Include any part of their work previously submitted for the relevant assessment <p>If this is your first attempt at the assessment due to a non-submission or condoned non-submission:</p> <ol style="list-style-type: none"> 4. You will need to attempt the assessment from the beginning as outlined in the module's Canvas site. <p>Submit to Canvas</p>		

Media Theory and Research	801P4	Format & Weighting See below
Assessment Details and Expectations		

SCHOOL OF MEDIA, ARTS AND HUMANITITES

RESIT: Essay (100%)

Please re-attempt the original assessment; instructions can be found on the module's Canvas site.

<https://canvas.sussex.ac.uk/courses/22069/pages/assignments-and-guidance>

Submit to Canvas

Trailing Students to Submit to Canvas, in the 22-23 Canvas pages [here](#).

Module Title	Module Code	Format & Weighting
Media, Culture and Communication	802P4	See below

Assessment Details and Expectations

RESIT: Essay (100%)

Please re-attempt the original assessment; instructions can be found on the module's Canvas site.

<https://canvas.sussex.ac.uk/courses/22167/pages/assignments-and-guidance>

Submit to Canvas

Module Title	Module Code	Format & Weighting
Media, Law and Ethics	899P4	See below

Assessment Details and Expectations

RESIT: Portfolio (100%)

Please re-attempt the original assessment; instructions can be found on the module's Canvas site.

[Assessment Information and Expectations: Media, Law and Ethics \[23/24\] \(sussex.ac.uk\)](#)

Submit to Canvas

Module Title	Module Code	Format & Weighting
--------------	-------------	--------------------

New Developments in Digital Media	804P4B	See below
--	--------	------------------

Assessment Details and Expectations

RESIT: Essay (50%)

Students should re-attempt their original assessment, to which you can find instructions for on the Assignment and Guidance section of the module's Canvas site.

[Assessment Information and Expectations: New Developments in Digital Media \[23/24\] \(sussex.ac.uk\)](#)

If you have previously submitted the assessment you are re-attempting students may:

1. Use the same title as work previously submitted for the relevant assessment, or choose a different title if they feel that would benefit them
2. Submit a rewritten version of work previously submitted for the relevant assessment
3. Include any part of their work previously submitted for the relevant assessment

If this is your first attempt at the assessment due to a non-submission or condoned

non-submission, you will need to attempt the assessment from the beginning as outlined in the module's Canvas site.

Submit to Canvas

RESIT: Project (50%)

Based around one large web-based project, create and present a dynamic piece that investigates the multiple narratives found within one of the themes from the seminars.

Think of this as an illustrated or enhanced 'digital essay' in which, for instance, you examine and present the various timelines around developments found within the field of cybernetics, looking at the key figures, its history and impact since its inception in the late 1940s.

Practical project: What you need to hand in:

1. PDF of the Practical Project (exported to show each page though screen shots).
2. PDF of the Process Journal (documenting the research and development behind the main project).
3. A READ ME file containing a web-link to the project and instruction on how the work should be viewed and/or interacted with.
4. Digital file: a 1000-word (+/- 10%) introduction and critical commentary on the practical project which contextualises the content, discusses and assesses the works wider reach and the impact it has on its audience.
5. Digital file: a 500-word (+/- 10%), Creative Commons licensing outline of the content of your project, showing an understanding of the legalities around your use of the data presented.
6. A video walk-through of your final project showing the completed site and all pages.
7. Optional: a folder containing project/website for OFFLINE viewing.

Submit to Canvas

Module Title	Module Code	Format & Weighting
--------------	-------------	--------------------

SCHOOL OF MEDIA, ARTS AND HUMANITIES

Queering Popular Culture	807P4B	See below
Assessment Details and Expectations		
<p>RESIT: Essay (100%) 5000 words Students should re-attempt their original assessment, to which you can find instructions for on the Assignment and Guidance section of the module's Canvas site.</p> <p>https://canvas.sussex.ac.uk/courses/22188/pages/assignments-and-guidance</p> <p>If you have previously submitted the assessment you are re-attempting students may:</p> <ol style="list-style-type: none"> 1. Use the same title as work previously submitted for the relevant assessment, or choose a different title if they feel that would benefit them 2. Submit a rewritten version of work previously submitted for the relevant assessment 3. Include any part of their work previously submitted for the relevant assessment <p>If this is your first attempt at the assessment due to a non-submission or condoned non-submission:</p> <p>You will need to attempt the assessment from the beginning as outlined in the module's Canvas site.</p> <p>Submit to Canvas</p> <p>Trailing Students to Submit to 22/23 Canvas pages here</p>		

Module Title	Module Code	Format & Weighting
Race, Culture and the Media	881P4	See below
Assessment Details and Expectations		
<p>RESIT: Essay (100%) Students should refer to the original assessment instructions on the Canvas site, where students devise their own topic for research.</p> <p>https://canvas.sussex.ac.uk/courses/22559/pages/assignments-and-guidance</p> <p>If you have already submitted something earlier in the academic year, you can rework your original topic, but please take the markers' feedback on board.</p> <p>Submit to Canvas</p>		

Module Title	Module Code	Format & Weighting
--------------	-------------	--------------------

SCHOOL OF MEDIA, ARTS AND HUMANITITES

Researching Cultural & Creative Industries	881P4	See below
Assessment Details and Expectations		
<p>RESIT: Essay (75%) Please go to Canvas under Assessment Information -> Assignment 2. Please choose one of the Essay Questions provided under Assignment 2, and write a 4000 word essay. Please do not create your own topic, just choose one of the questions provided.</p> <p>Submit to Canvas</p>		
<p>Trailed Resit: Essay (75%) Students should follow the instructions for the essay, as listed on the module's 2022-23 Canvas page under Assignments and Guidance, under the 'assignment 3' heading.</p> <p>Students who have submitted something previously for the essay can rework the same topic as their original topic if they wish.</p> <p>Trailing Students to Submit to 22/23 Canvas pages here</p>		
<p>RESIT: Project (25%) Please go to Canvas under Assessment Information -> Assignment 1. Please prepare and submit a presentation ppowerpoint (no more than 5 slides) based on the instructions under Assignment 1. Please also prepare and submit a critical commentary (no more than 800 words) based on the instructions under Assignment 1.</p> <p>Submit to Canvas</p>		

Module Title	Module Code	Format & Weighting
Video Features	025P3	See below
Assessment Details and Expectations		
<p>RESIT: Portfolio (100%) Students should refer to the original assessment instructions on the Canvas page.</p> <p>The portfolio needs to include a 1500-word report, paperwork files, and a video package. Further details on the Canvas site.</p> <p>https://canvas.sussex.ac.uk/courses/21793/pages/assignments-and-guidance</p> <p>Submit to Canvas</p>		

SCHOOL OF MEDIA, ARTS AND HUMANITITES

Module Title	Module Code	Format & Weighting
Dissertation (Journalism)	V3068	See below
Assessment Details and Expectations		
<p>RESIT: Dissertation (100%) Please refer to and reattempt the original assessment instructions. If you have any questions please contact your supervisor.</p> <p>https://canvas.sussex.ac.uk/courses/24658/pages/assignments-and-guidance</p> <p>Submit to Canvas</p>		

Module Title	Module Code	Format & Weighting
Journalism Project	010P3	See below
Assessment Details and Expectations		
<p>RESIT: Report (10%) Please follow the instructions on the module Canvas page: https://canvas.sussex.ac.uk/courses/21762/pages/assignments-and-guidance</p> <p>Submit to Canvas</p>		
<p>RESIT: Essay (30%) Please follow the instructions on the module Canvas page: https://canvas.sussex.ac.uk/courses/21762/pages/assignments-and-guidance</p> <p>Submit to Canvas</p>		
<p>RESIT: Essay (60%) Please follow the instructions on the module Canvas page: https://canvas.sussex.ac.uk/courses/21762/pages/assignments-and-guidance</p> <p>Submit to Canvas</p>		

SCHOOL OF MEDIA, ARTS AND HUMANITITES

Module Title	Module Code	Format & Weighting
Dissertation: Digital Media	815P4	See below
Assessment Details and Expectations		
<p>RESIT: Dissertation (100%) Please refer to and reattempt the original assessment instructions. If you have any questions please contact your supervisor.</p> <p>https://canvas.sussex.ac.uk/courses/22100/pages/assignments-and-guidance</p> <p>Submit to Canvas</p>		

Module Title	Module Code	Format & Weighting
Industry Placement & written submission	823P4	See below
Assessment Details and Expectations		
<p>RESIT: Portfolio (100%) Please refer to and reattempt the original assessment instructions. If you have any questions please contact your supervisor.</p> <p>https://canvas.sussex.ac.uk/courses/22253/pages/work-placement-portfolio-requirements?module_item_id=1076149</p> <p>Submit to Canvas</p>		

Module Title	Module Code	Format & Weighting
Software Project and Written Submission: Digital Media	822P4	See below
Assessment Details and Expectations		
<p>RESIT: Project (100%) Please refer to and reattempt the original assessment instructions. If you have any questions please contact your supervisor.</p>		

SCHOOL OF MEDIA, ARTS AND HUMANITITES

<https://canvas.sussex.ac.uk/courses/22239/pages/assignments-and-guidance>

Submit to Canvas

Module Title	Module Code	Format & Weighting
Digital Dissertation Project (Not listed for 23/24)	855P4	See below

Assessment Details and Expectations

RESIT: Portfolio (100%)

Please refer to and reattempt the original assessment instructions. If you have any questions, please contact your supervisor.

<https://canvas.sussex.ac.uk/courses/22391/pages/assignments-and-guidance>

Submit to Canvas

Module Title	Module Code	Format & Weighting
Promotional Culture	805P4	See below

Assessment Details and Expectations

RESIT: Essay (100%) 4000 words

- How does ideology work within contemporary advertising? Choose a specific example and analyse in relation to Wernick's approach to promotional culture and advertising as ideology.

OR

- How can anti-consumerism appear and what opportunities and limitations are there for specific anti-consumerist practices to resist promotional culture?

<https://canvas.sussex.ac.uk/courses/27089/pages/assessment-information-and-expectations>

Submit to Canvas