

HI7063 *Consuming History: Media, Markets and the Past*

Module type	Optional (approved module: MPhil in Public History)
Term / hours	Hilary / 22
ECTS	10
Coordinator(s)	Dr Ciaran O'Neill (ciaran.oneill@tcd.ie)
Lecturer(s)	Dr Ciaran O'Neill
Cap	2 (depending on demand)

Module description

Who sells history in the real world, and why? Who are the major players in the history market, what sells, and who makes money from it? History is prominent in publishing, in radio/television and in heritage tourism, and yet the fields of history in which the public is (apparently) primarily interested are relatively limited. This module explores both consumer and content provider in an attempt to understand what the popular history market demands from writers and broadcasters, and how much of it is directed by public demand and market forces. Guest lecturers will include prominent broadcasters, publishers, and practitioners from new (and old) media. The first hour is generally given over to an instructor-led debate on the topic in general, drawing on specified class readings that students are expected to have read in advance of the class. The second hour will generally focus on material prepared for the group tasks. The class will be divided into four groups prior to week one and students will remain in their allocated group for the whole term.

Assessment

The module is assessed through a TV documentary pitch or radio script (1,000 words) (due in Teaching Week 7) and a 3,500-5,000-word essay on an approved topic relating to the content of the module (due in Teaching Week 12).

Indicative bibliography

- Jerome de Groot, *Consuming History: Historians and Heritage in Contemporary Popular Culture* (2009).
- Bell, Erin, and Ann Gray, 'Who Do *They* Think *We* Are?: Considering the Audience,' in *History on Television* (2013).
- Rosenweig and Thelen, *The Presence of the Past: Popular Uses of History in American Life* (1998).
- Jordanova, Ludmilla, *History in Practice* (2000).

- Tosh, John, *The Pursuit of History*, 5th edition (2010).
- Sabin, Philip, *Simulating War: Studying Conflict through Simulation Games* (2012).

Learning outcomes

Upon successful completion of this module, students should be able to:

- LO1 Identify key issues and developments relating to the impact of history on media and marketing and vice versa, as revealed by in-depth analysis of relevant sources.
- LO2 Place this knowledge in the context of a broader knowledge and understanding of social and economic developments.
- LO3 Formulate research questions for the purposes of essay writing and oral presentations.
- LO4 Assess the various approaches and methodologies applied to this area of study.
- LO5 Engage critically and in-depth with primary texts and secondary literature.
- LO6 Complete an intensive, self-motivated study of a relevant historical problem, with high quality research organisation and presentation.