

MODULE SPECIFICATION

Code: UACA9B-30-2	Title: Screen Media	Version: 1
Level: 2	UWE credit rating: 30	ECTS credit rating:
Module type: Standard		
Owning Faculty: CAHE	Field: Cultural and Media Studies	
Field Leader: Jane Arthurs		
Faculty Committee approval:	CAHE CAC	Date: 8th July 2011
Valid from: September 2011	Discontinued from:	
Pre-requisites: UACPRW-30-1 Foundations in Media and Cultural Studies, or UACPAE-30-1 Film Cultures, or UACAHB-30-1 Screen Worlds.		
Excluded combinations:		

Learning outcomes:

By the end of the module students will be able to:

- Demonstrate a critical understanding of current screen media research (assessed through all components);
- Position the study of screen media within appropriate historical and/or theoretical contexts (assessed through component A and B);
- Present theoretical enquiry and analysis clearly and persuasively in oral form (assessed through component A);
- Develop independent research skills alongside collaborative work (assessed through component A and B)

Syllabus outline:

Screen Media builds on foundational skills developed across Level 1 modules. Specifically enhancing skills and knowledge relating to the study of screen media, the module engages with contemporary social and cultural contexts whilst also tracing back into history to study how they have developed up to the present day. The module considers the centrality of television as one of the most dominant sites of cultural anxieties, pleasures, controversy and excitement since its invention in the 1920s. The impact of digital convergence and the effects this is having on media genres, their modes of distribution, consumption and interactions in everyday life is also explored. The specific case studies and examples used will change from year to year but may include: the internet, mobile phones and games consoles, 3D cinema, bite size content in iPhone applications, and user generated content in online environments.

Teaching and learning methods:

A combination of lectures, seminars, workshops and enquiry based learning.

Reading Strategy

The students will be directed to a wide range of websites, both academic and general, that offer useful and important insights into specific media (such as *Critical Studies in Television* which includes blogs, debate in response to the unexpected and immediate, links to other sites as well as formal academic articles). In addition, students will be encouraged to make good use of the wide range of audiovisual material available through the library.

Indicative Reading List: (see guidance notes)

The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

Jenkins, Henry (2008) *Convergence Culture: where new and old media collide*, New York University Press.

Klinger, Barbara (2006) *Beyond the Multiplex: cinema, new technologies and the home*, University of California Press.

Rudin, Richard (August 2011) *Broadcasting in the 21st Century*. Palgrave MacMillan.

Spigel, Lyn and Jan Olsson (eds) (2004) *Television after TV: essays on a medium in transition*

Turner, Graeme (2010) *Ordinary People and the Media: the Demotic Turn*. Los Angeles, Sage

Williams, Raymond (1974) *Television: Technology and Cultural Form* London, Fontana

Assessment

Weighting between components A and B (standard modules only) A: B:

ATTEMPT 1

First Assessment Opportunity (Sit)

Component A

Description of each element weighting	Element
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1. Group presentation	25%
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Component B

1. Essay (1500 words)	25%
2. Research Project (3000 words or equivalent)(final assessment)	50%

Second Assessment Opportunity (Resit) (further attendance at taught classes is not required)

	Element weighting
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Component A

1. Individual Presentation	25%
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Component B

1. Research Project (3000 words or equivalent).	75%
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EXCEPTIONAL SECOND ATTEMPT (Retake): Attendance at taught classes is required.

Specification confirmed by Jane Arthurs.....Date 30/6/11

Associate Dean/Programme Director)

