



### MODULE SPECIFICATION

Part 1: Information			
Module Title	Screen Media		
Module Code	UPCA9B-30-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Cultural Studies
Department	ACE Dept of Creative & Cultural Industries		
Module Type:	Standard		
Pre-requisites	Liberal Arts in Society: Past, Present and Future 2019-20		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

### Part 2: Description

**Overview:** The centrality of television is considered 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.

**Educational Aims:** 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 specific case studies and examples used will change from year to year but may include: user-generated content and co-creativity; interactive documentary; mobile phones and games consoles; multiplatform engagements.

**Outline Syllabus:** The module introduces students to industry practices relating to aspects of screen cultures that include: branding; the politics of representations; connectivity and interactivity; participatory media; and media audiences. Screen Media develops students' knowledge and understanding of a range of screen media forms, industries and practices, their historical development and their role within contemporary culture and society, encouraging engagement with contemporary and emerging developments in the creative economy, digital and participatory media. The Individual Research Project develops an awareness of ethical issues relating to research and production in the cultural and media sector including questions of difference, diversity and inequality.

**Teaching and Learning Methods:** The module includes guest lectures by external partners in the Digital Cultures Research Centre in order to expand student understanding of practice and theory, and to integrate their learning experience within a wider research context. Speakers from industry are also invited.

Students are expected to be able to identify and retrieve appropriate reading. This module offers an opportunity to further develop information skills introduced at Level 1. Students will be given the opportunity to attend sessions on selection of appropriate databases and search skills. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.

**Scheduled learning:** Teaching will take place in three hour weekly workshops allowing, variously, for lectures, screenings, seminar discussions and group work.

**Independent learning:** Independent study includes set and recommended reading and viewing, and assignment preparation. Students will be guided by a clear syllabus outline in the module handbook and preparation questions and/or tasks communicated via Blackboard.

## STUDENT AND ACADEMIC SERVICES

<b>Part 3: Assessment</b>			
Students undertake:			
Component A - 10 minute group presentation – held in-class.			
Component B - Short academic essay (1500 words).			
Individual Research Project (approximately 3000 words).			
<b>First Sit Components</b>	<b>Final Assessment</b>	<b>Element weighting</b>	<b>Description</b>
Written Assignment - Component B		25 %	Short essay (1500 words)
Project - Component B	✓	50 %	Research project (3000 words or equivalent)
Presentation - Component A		25 %	Online powerpoint group presentation
<b>Resit Components</b>	<b>Final Assessment</b>	<b>Element weighting</b>	<b>Description</b>
Portfolio - Component B	✓	75 %	Research portfolio (4000 words or equivalent)
Examination (Online) - Component A		25 %	Seen exam paper

STUDENT AND ACADEMIC SERVICES

<b>Part 4: Teaching and Learning Methods</b>																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Demonstrate a critical understanding of current screen media research</td> <td>MO1</td> </tr> <tr> <td>Position the study of screen media within appropriate historical and/or theoretical contexts</td> <td>MO2</td> </tr> <tr> <td>Present theoretical enquiry and analysis clearly and persuasively in oral form</td> <td>MO3</td> </tr> <tr> <td>Develop independent research skills</td> <td>MO4</td> </tr> <tr> <td>Demonstrate the ability for collaborative work</td> <td>MO5</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Demonstrate a critical understanding of current screen media research	MO1	Position the study of screen media within appropriate historical and/or theoretical contexts	MO2	Present theoretical enquiry and analysis clearly and persuasively in oral form	MO3	Develop independent research skills	MO4	Demonstrate the ability for collaborative work	MO5				
Module Learning Outcomes	Reference																
Demonstrate a critical understanding of current screen media research	MO1																
Position the study of screen media within appropriate historical and/or theoretical contexts	MO2																
Present theoretical enquiry and analysis clearly and persuasively in oral form	MO3																
Develop independent research skills	MO4																
Demonstrate the ability for collaborative work	MO5																
Contact Hours	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;"><b>Independent Study Hours:</b></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Independent study/self-guided study</td> <td style="text-align: center;">228</td> </tr> <tr> <td style="text-align: center;"><b>Total Independent Study Hours:</b></td> <td style="text-align: center;">228</td> </tr> <tr> <th colspan="2" style="text-align: left;"><b>Scheduled Learning and Teaching Hours:</b></th> </tr> <tr> <td style="text-align: center;">Face-to-face learning</td> <td style="text-align: center;">72</td> </tr> <tr> <td style="text-align: center;"><b>Total Scheduled Learning and Teaching Hours:</b></td> <td style="text-align: center;">72</td> </tr> <tr> <td style="text-align: center;"><b>Hours to be allocated</b></td> <td style="text-align: center;">300</td> </tr> <tr> <td style="text-align: center;"><b>Allocated Hours</b></td> <td style="text-align: center;">300</td> </tr> </tbody> </table>	<b>Independent Study Hours:</b>		Independent study/self-guided study	228	<b>Total Independent Study Hours:</b>	228	<b>Scheduled Learning and Teaching Hours:</b>		Face-to-face learning	72	<b>Total Scheduled Learning and Teaching Hours:</b>	72	<b>Hours to be allocated</b>	300	<b>Allocated Hours</b>	300
<b>Independent Study Hours:</b>																	
Independent study/self-guided study	228																
<b>Total Independent Study Hours:</b>	228																
<b>Scheduled Learning and Teaching Hours:</b>																	
Face-to-face learning	72																
<b>Total Scheduled Learning and Teaching Hours:</b>	72																
<b>Hours to be allocated</b>	300																
<b>Allocated Hours</b>	300																
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/modules/upca9b-30-2.html">https://uwe.rl.talis.com/modules/upca9b-30-2.html</a></p>																

<b>Part 5: Contributes Towards</b>	
<p>This module contributes towards the following programmes of study:</p> <p>Media Culture and Communication {Foundation}[Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19</p> <p>Media and Cultural Production {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19</p> <p>Media and Cultural Production {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19</p> <p>Media Culture and Communication {Foundation}[Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19</p>	