Module Specification

Screen Media

Version: 2021-22, v2.0, 12 Jul 2021

Contents

Part 1: Information

Module title: Screen Media

Module code: UPCA9B-30-2

Level: Level 5

For implementation from: 2021-22

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Frenchay Campus, HKU School of Professional and Continuing Education

Field: Cultural Studies

Module type: Standard

Pre-requisites: Liberal Arts in Society: Past, Present and Future 2020-21

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body 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.

Features: Not applicable

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.

Part 3: Teaching and learning methods

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.

Module Learning outcomes:

MO1 Demonstrate a critical understanding of current screen media research

MO2 Position the study of screen media within appropriate historical and/or theoretical contexts

MO3 Present theoretical enquiry and analysis clearly and persuasively in oral form

MO4 Develop independent research skills

MO5 Demonstrate the ability for collaborative work

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/upca9b-30-2.html

Part 4: Assessment

Assessment strategy: Students undertake:

Component A - 10 minute group presentation – held in-class.

Component B - Short academic essay (1500 words).

Individual Research Project (approximately 3000 words).

Assessment components:

Presentation - Component A (First Sit)
Description: Group presentation (10 minutes)
Weighting: 25 %
Final assessment: No
Group work: Yes
Learning outcomes tested: MO1, MO2, MO3, MO5

Written Assignment - Component B (First Sit)
Description: Short essay (1500 words)
Weighting: 25 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO4

Project - Component B (First Sit)
Description: Research project (3000 words or equivalent)
Weighting: 50 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO4

Online Assignment - Component A (Resit)

Description: Seen exam paper. Time Constrained Task. 48 hours.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested:

Portfolio - Component B (Resit)

Description: Research portfolio (4000 words or equivalent)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media and Cultural Production [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Media and Cultural Production [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Liberal Arts [Sep][FT] [Frenchay][3yrs] - Not Running BA (Hons) 2020-21

Liberal Arts [Sep][SW][Frenchay][4yrs] - Not Running BA (Hons) 2020-21

Media Culture and Communication [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Media Culture and Communication [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media and Cultural Production {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Media and Cultural Production {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Media Culture and Communication {Foundation}[Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20