MODULE SPECIFICATION

Part 1: Information			
Module Title	Screen Media		
Module Code	UPCA9B-30-2	Level	2
For implementation from	September *2017*		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department			
Contributes towards	BA(Hons) Media Culture and Practice BA (Hons) Media and Cultural Production BA (Hons) Media Culture and Communication BA (Hons) Liberal Arts		
Module type:	Standard		
Pre-requisites	UPCAL5-30-2 Mediated Lives		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
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 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. 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. 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. 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.

Part 3: Assessment

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

Component B - Short academic essay (1500 words).
               Individual Research Project (approx. 3000 words).

Identify final timetabled piece of assessment (component and element)		
	A:	**B**:
% weighting between components A and B (Standard modules only)	**25%**	**75%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1. Group presentation	100%
Component B **Description of each element**	**Element weighting (as % of component)**
1. Short Essay (1500 words)	33%
2. Research Project (3000 words or equivalent)	67%
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1. Presentation	100%
Component B **Description of each element**	**Element weighting (as % of component)**
1. Short Essay (1500 words)	33%
2. Research Project (3000 words or equivalent)	67%

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to:
	By the end of the module students will be able to: ● Demonstrate a critical understanding of current screen media research(A1, B2, B3) ● Position the study of screen media within appropriate historical and/or theoretical contexts (A1, B2, B3) ● Present theoretical enquiry and analysis clearly and persuasively in oral form (A1); ● Develop independent research skills (B 1, B2)

- Demonstrate the ability for collaborative work (A1)

Key Information Sets Information (KIS)	

Key Information Set - Module data

Number of credits for this module				30	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
300	72	228	0	300	✅

Contact Hours

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:	
Written exam assessment percentage	25%
Coursework assessment percentage	75%
Practical exam assessment percentage	%
	100%

Total Assessment

Reading List	There is no single core textbook for this module, therefore access to a range of excerpts will be provided either in print or online. All further readings and viewings listed in the module handbook are available in the library or online. Students are not required to buy any audiovisual media or books for this module. This module offers an opportunity to further develop information skills introduced at Level 1. Students are expected to be able to identify and retrieve reading as appropriate. Students will be given the opportunity to attend sessions on selection of relevant 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. Indicative Reading List: Jenkins, H. (2008) Convergence Culture: where new and old media collide, New York University Press. Meikle, G. Young, S. (2012) *Media Convergence: Networked Digital Culture in Everyday Life*, Basingstoke, Palgrave Macmillan. Holt, J. & Sanson, K. (2014) *Connected Viewing: Selling, Streaming, and Sharing Media in the Digitial Era,* New Yourk, Routledge. Rudin, R. (2011) Broadcasting in the 21st Century. Palgrave MacMillan. Spigel, L.& Olsson, J. (eds) (2004) Television after TV: essays on a medium in transition Williams, Raymond (1974) Television: Technology and Cultural Form London, Fontana

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