



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	The City, Modernity, and Network Culture				
Module Code	UACAL6-30-1	Level	1	Version	1
Owning Faculty	ACE	Field	Culture and Media Studies		
Contributes towards	BA(Hons) Media, Culture and Practice				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project
Pre-requisites			Co- requisites		
Excluded Combinations			Module Entry requirements		
Valid From	September 2012		Valid to	September 2018	

CAP Approval Date	1 st June 2012
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to demonstrate:</p> <ul style="list-style-type: none"> • an analytical and critical attention to key aspects of contemporary lived urban culture (A1, A2) • the use of different research methods, including qualitative approaches to empirical research, experiential research, and audio-visual methods (A1, A2) • the ability to write a critical essay through a synthesis of sources and debates (A1, A2) • the ability to undertake close analysis of media objects and texts within their everyday and historical contexts (A1, A2) • the development of academic writing and presentation skills through reflection on feedback (A1, A2) • the ability to present ideas and findings clearly in oral, written and visual modes (A1, A2)
Syllabus Outline	<p>This module introduces students to further key concepts and methods in the study of contemporary media and culture. It will address collective cultural and media formations through the city of Bristol, situating these within broader historical, cultural, technological and global contexts. These collectivities might include local communities, social groups, international and global cultures, and virtual or networked cultures.</p>

	<p>Social processes such as migration and urbanization, and concepts such as modernity, consumer culture, and capitalism will be examined as they play out in everyday experiences of city life. Students will engage with a range of objects of study, which may include domestic and public spaces and technologies within the city, media representations of the city and city life, and written accounts of urban life both historical and contemporary.</p> <p>The module will build on experiential and evidential approaches to cultural enquiry, including ethnographic methods, and will support students through the process of writing a critical essay.</p>
<p>Contact Hours/Scheduled Hours</p>	<p>The hours for a student on this module will be 96 hours of scheduled learning. 72 of these will be contact hours, consisting of workshops, field visits and lectures. The remaining 24 hours will be for directed study, comprising of scheduled reading groups, film screenings and formative group assignments.</p> <p>The student will be expected to conduct 204 hours of independent learning, including reading, engaging with blended learning resources and feedback, assignment production and writing.</p>
<p>Teaching and Learning Methods</p>	<p>The module will be delivered in one semester and will be timetabled primarily on one day a week. This will facilitate both intensive 3 hour workshops and local field trips. The workshops will be a mixture of whole class delivery, formative group work, research exercises, tuition in research theory and practice, screenings and visiting speakers. Field trips will explore the cultural life and media history in Bristol and its environs. Students will receive tutorial support throughout the module both online and in the classroom.</p> <p>Students will keep a weekly research journal in the form of a blog. Formative and summative assessment exercises will be posted to this blog, and students will reflect on and share their ideas and progress using a range of media forms.</p>
<p>Reading Strategy</p>	<p>The module will use two main books which will be available in the library and key sections will be available online. A module reader will contain all texts required for the workshops and assignments. Library training will be provided in taught sessions.</p>
<p>Indicative Reading List</p>	<p><i>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.</i></p> <p>Required reading</p> <p>Highmore, B (ed.) 2002 <i>The Everyday Life Reader</i>, London: Routledge Lister, M et al 2009 <i>New Media: a critical introduction</i> (2nd ed.), London: Routledge Stevenson, Deborah 2003, <i>Cities and Urban Cultures</i>, Maidenhead: Open University Press</p> <p>Further reading</p> <p>Giddings, S 2011, <i>The New Media & Technocultures Reader</i>, London: Routledge Hobsbawn, E 1995 <i>Age of Extremes: the short Twentieth Century, 1914-1991</i>, London: Abacus Turow, J (ed.) 2009 <i>The Advertising and Consumer Culture Reader</i>, London: Routledge</p>

Part 3: Assessment

Assessment Strategy

There are two elements of assessment on this module.

1. a portfolio of short exercises (2500 words or equivalent). Students will be set assignments most weeks that will be conducted in the workshops, in directed study time and in the students' independent study time. The emphasis will be on formative assessment of work in progress, reflection on that feedback, and on the development of skills in research, description, reflection, and analysis of evidence. Assignments will be short (for example, 500 words) and might include: ethnographic descriptions of consumer culture; structures and drafts of the essay; close textual analyses of media texts; oral, visual, and written reports on field trips.

2. Students will be taken through the process of planning, structuring, researching and drafting of an academic essay that builds an argument through the synthesis of debates and evidence.

Formative assessment will take place throughout the module through tutor and group feedback on the portfolio assignments as they are conducted and documented on the blogs in both workshops and non-synchronous online feedback.

Assessment criteria:

Analysis: close attention to the forms and meanings of contemporary media texts and objects in context

Research understanding: awareness of different research methods, primarily experiential and evidential, and understanding of their relevance to particular objects of study

Presentation: the presentation of ideas and findings clearly and appropriately in oral, written, and visual modes

Synthesis / argument: the organisation and structuring of research material into a coherent argument or enquiry

Identify final assessment component and element	Component A, Element 2	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Portfolio of short assignments (2500 words or equivalent)	60%	
2. Essay (1500 words)	40%	
Component B Description of each element	Element weighting (as % of component)	
1.		
2.(etc)		

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Portfolio of short assignments (2500 words or equivalent)	60%	
2. Essay (1500 words)	40%	
Component B Description of each element	Element weighting (as % of component)	
1.		
2.(etc)		
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		