



MODULE SPECIFICATION

Part 1: Information			
Module Title	Media Networks		
Module Code	UABB4Q-30-1	Level	1
For implementation from	September 2020		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA (Hons) Media Production BA (Hons) Media Production (Journalism) BA (Hons) Media Production (Creative Content)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry requirements	Standalone		

Part 2: Description
<p>This module introduces students to the cultural, social, economic, political, material and technological structures within which media are produced, distributed and consumed. In particular, the module develops students' ability to analyse the complex histories, structures and features of local, global and national ecosystems and understand the way media forms and practices are situated within them.</p> <p>The module will examine key concepts such as information, entertainment, globalisation, propaganda, commodification, the attention economy, imperialism, etc, alongside debates concerning the relation between media technologies, the 'public sphere' and citizen dialogue and participation. The module will prepare students to use these ideas to investigate and examine media production occurring in the creative industries, politics, commerce, third-sector, or elsewhere.</p> <p>One of the aims of the module is to help students think through the forces shaping their future as media professionals and how digital media can provide a platform to address contemporary issues.</p> <p>The module will support the development of a high level of reading, note-taking, writing and referencing skills, alongside critical thinking and the development of academic arguments. Students will learn the requirements of an academic writing style appropriate to assessed submissions.</p>
Part 3: Assessment
The assessments in this module all deliver the full range of learning outcomes 1-4 by emphasising

<p>engagement with research and theory, both in a written and practical context.</p> <p>Component B1 builds academic reading and writing skills through small-scale close analysis of individual academic texts, foregrounding the development of critical analysis and structured argument. Component A requires students to engage with more than one piece of academic writing on module themes, as the foundation of the critical essay.</p> <p>To avoid plagiarism, this is delivered orally as a presentation, which also enables students to develop their oral presentation skills. Component B2 comprises a critical essay develops academic writing skills in a longer essay format. The essay enables students to learn how to design their own approach to a question, selecting from a range of further readings and identifying a case study to analyse. This process lessens the opportunity for plagiarism as each essay is distinctive to the individual student.</p>		
Identify final timetabled piece of assessment (component and element)	B2	
% weighting between components A and B (Standard modules only)	A:	B:
	25	75
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Presentation (5-10 mins)	100%	
Component B Description of each element	Element weighting	
1. Portfolio of Exercises (1,500 words)	40%	
2. Critical essay (2,000 words)	60%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Written Exam (1h)	100%	
Component B Description of each element	Element weighting	
1. Portfolio of Exercises (1,500 words)	40%	
2. Critical essay (2,000 words)	60%	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1) Use research and relevant theory to analyse media and cultural networks, both contemporary and historical, and formulate arguments about developments in the media ecosystem. 2) Understand theoretical and political models and conceptual frameworks as applied to media production/journalism processes, networks and engagement. 3) Analyse media texts, artefacts and practices, drawing out their significance for understanding cultural, historical, social and/or political processes. 4) Understand the requirements of critical reading, academic writing and referencing and appreciate the distinction between primary and secondary sources and the different ways each are used. 	
Key Information Sets Information (KIS)		

Contact Hours	<u>Key Information Set - Module data</u>												
	<i>Number of credits for this module</i>			30									
Total Assessment	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours								
	300	72	228	0	300								
<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p> <p style="text-align: center;">Total assessment of the module:</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td style="padding: 5px;">Written exam assessment percentage</td> <td style="border: 1px solid black; text-align: center; padding: 2px;">0%</td> </tr> <tr> <td style="padding: 5px;">Coursework assessment percentage</td> <td style="border: 1px solid black; text-align: center; padding: 2px;">100%</td> </tr> <tr> <td style="padding: 5px;">Practical exam assessment percentage</td> <td style="border: 1px solid black; text-align: center; padding: 2px;">0%</td> </tr> <tr> <td></td> <td style="text-align: center; padding: 2px;">100%</td> </tr> </table>						Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%
Written exam assessment percentage	0%												
Coursework assessment percentage	100%												
Practical exam assessment percentage	0%												
	100%												
Reading List	TBC												

FOR OFFICE USE ONLY

First Approval Date (and panel type)	24 March 2020			
Revision ASQC Approval Date		Version	1	