



## **Module Specification**

### **Media Networks**

Version: 2022-23, v2.0, 21 Jul 2022

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## Part 1: Information

**Module title:** Media Networks

**Module code:** UABB4Q-30-1

**Level:** Level 4

**For implementation from:** 2022-23

**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:** Bower Ashton Campus

**Field:** Broadcast and Journalism

**Module type:** Standard

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** 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.

**Features:** Not applicable

**Educational aims:** 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.

**Outline syllabus:** 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.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Use research and relevant theory to analyse media and cultural networks, both contemporary and historical, and formulate arguments about developments in the media ecosystem.

**MO2** Understand theoretical and political models and conceptual frameworks as applied to media production/journalism processes, networks and engagement.

**MO3** Analyse media texts, artefacts and practices, drawing out their significance for understanding cultural, historical, social and/or political processes.

**MO4** 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.

**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](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

## **Part 4: Assessment**

**Assessment strategy:** The purpose of this assessment strategy is to introduce students to key concepts in media and communications studies and to develop their academic skills. Both assessments are designed to develop students ability to formulate research questions, improve their research skills and locate information. Students will also be assessed on their ability to use the UWE Harvard referencing system.

Indicative Portfolio Elements: 500-word critical summary of an academic reading, multiple choice test on academic and study skills

Indicative Written Assignment: Essay question (2,000-words) on a module topic formulated by the student and agreed with their tutor.

**Assessment components:**

**Portfolio - Component A (First Sit)**

Description: Portfolio of Exercises

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment - Component B (First Sit)**

Description: Essay question (2,000-words) on a module topic formulated by the student and agreed with their tutor.

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Portfolio - Component A (Resit)**

Description: Portfolio of exercises

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment - Component B (Resit)**

Description: Essay question (2,000-words) on a module topic formulated by the student and agreed with their tutor.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media Production (Journalism)[Sep][PT][Bower Ashton][6yrs] BA (Hons) 2022-23

Media Production (Journalism)[Sep][SW][Bower Ashton][4yrs] BA (Hons) 2022-23

Media Production (Journalism)[Sep][FT][Bower Ashton][3yrs] BA (Hons) 2022-23

Media Production (Creative Content) [Bower Ashton] BA (Hons) 2022-23

Media Production [Bower Ashton] BA (Hons) 2022-23

Media Production (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2022-23

Media Production (Creative Content) [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2022-23

Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2022-23

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2022-23

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2022-23

Media Production [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2022-23

Media Production (Journalism) [Bower Ashton] BA (Hons) 2022-23

Media Production (Creative Content) [Bower Ashton] BA (Hons) 2022-23

Media Production [Bower Ashton] BA (Hons) 2022-23

Media Production (Journalism) [Bower Ashton] BA (Hons) 2022-23

Media Production {Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2021-22

Media Production (Creative Content){Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2021-22

Media Production (Creative Content) {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production (Journalism){Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2021-22

Media Production (Journalism) {Foundation} [Sep][FT][Bower Ashton][4yrs] BA (Hons) 2021-22