



## **Module Specification**

### **Participatory Media**

Version: 2021-22, v2.0, 01 Jul 2021

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>4</b>
<b>Part 5: Contributes towards .....</b>	<b>5</b>

## Part 1: Information

**Module title:** Participatory Media

**Module code:** UABB4W-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:** 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:** Participatory media is interactive media in which users have an active role in influencing its structure or content. These include, but are not limited to, iDocs, social media campaigns, alternate reality games, dating apps, augmented reality, chatbots and virtual beings.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** This module will provide you with a historical and theoretical introduction as well as a practical training in participatory media production and significance. In lectures you will explore the cultural contexts of interactive media production and develop methods for describing, analysing and criticising a diverse range of participatory media forms and practices.

Participatory media are central to the ongoing transformation of digital culture and this module explores their global, ethical and transcultural dimensions. In workshops you will learn various media production software and procedures to an introductory level of professional technical competence. This will provide a platform for your further development of these skills through further work in level 3 and/or through enabling you to develop and maintain the currency of your skills further by accessing online learning platforms and tutorials.

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

**Teaching and learning methods:** Through taught classes and assessed work you will inquire into the relationships between theory and practice in participatory media production and use. Assessments will also involve you in individual and group-based production projects to develop the range of project management and teamwork skills required for effective media production in different industry contexts.

#### **Module Learning outcomes:**

**MO1** Employ professional technical skills in the production of participatory media projects effectively and creatively.

**MO2** Evaluate and apply key concepts and theories of participatory media, critically, ethically and imaginatively, through individual research and analysis, and through the production of participatory media projects.

**MO3** A critical awareness of the diverse contemporary and emergent professional and cultural contexts of participatory media production and consumption.

**MO4** Effective co-creative teamwork, project design and management, and time management.

**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:** This module has no assessment strategy

**Assessment components:**

### **Presentation - Component A (First Sit)**

Description: Presentation

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

### **Group work - Component B (First Sit)**

Description: Group Project and Project Workbook

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

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

Description: Evaluative Essay

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Poster - Component A (Resit)**

Description: Detailed visual representation and evaluation of an appropriate subject or text.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Project - Component B (Resit)**

Description: Individual Project and Project Workbook

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

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

Description: Evaluative Essay

Weighting: 25 %

Final assessment: Yes

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 (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs] BA (Hons)  
2020-21

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21