MODULE SPECIFICATION

Part 1: Information			
Module Title	Network Culture		
Module Code	UPCNHR-30-1	Level	1
For implementation from	September 2020		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Department of Creative and Cultural Industries		
Contributes towards	BA(Hons) Media Communications (all pathways)		
Module type:	Standard		
Pre-requisites	N/A		
Excluded Combinations	N/A		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
In this module, we will be thinking about the cultural, social, economic, political, material and technological structures in which we are all located and which help determine who we are and how we live our lives. The starting point is the concept of 'modernity', a complex term that is used to describe life in the 'modern' age of industrial capitalism, ie from the last quarter of the eighteenth century. Since its inception, industrial society was – and still is - characterised by two processes that complement each other, but seem like they should be opposed. On the one hand, people, production, culture and finance have become ever more concentrated within cities. On the other hand, materials, ideas, commodities and even people have become increasingly inserted into international networks that flow across the globe. From the colonial trade routes upon which Bristol's industry was founded, to the global finance that sustains its new media industries, the modern city has always been embedded within networks, with a range of different cultural consequences and effects. We'll also be exploring some of the ways that urban life is, and has been, wired into global networks of various different forms. We'll be thinking about how our experience is shaped by many different interconnected networks, where those networks came from, and how we might think about them critically. We'll also be thinking about networks of power, how networks produce or conceal relations of exploitation, connection and disconnection, public participation and influence, and how we might ethically orient ourselves towards them in the modern world. One of our key aims is to help you think through how you shape your future as media practitioners, and to get you

thinking about how you could use digital media to address issues concerning urban living, community, consumption and waste, and social and global movements.

In this module you will develop your powers of analysis, critical thinking, argumentation and 'agenda setting'. You will develop a high level of reading, note-taking, writing and referencing skills, and learn the features and requirements of an academic writing style appropriate to assessed submissions. Full training and support will be provided.

Part 3: Assessment

Learning outcomes are to develop:

- an investigative attention to key aspects of contemporary lived media culture
- experience in the use of different research methods, including qualitative approaches to empirical research, the interpretation of cultural-historical and experiential evidence, and visual methods
- an appreciation of the distinction between primary and secondary sources and the different ways each can be used;
- the ability to undertake detailed description of media artefacts and texts within their everyday and historical contexts
- academic writing and presentation skills
- the ability to present ideas and findings clearly in written and visual modes

All these outcomes are assessed in both submissions. The first assessment is a portfolio of 5 x 500 word written pieces on weekly topics, which develop skills in academic reading, notetaking, the ability to identify arguments, and to understand the interpretation of evidence from primary sources, written and visual, to analyse media objects and practices, and to begin to develop observational and situated research skills. The essay furthers these and 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.

Identify final timetabled piece of assessment (component and element)	A2	
% weighting between components A and B (Standard modules only)	**A:** **100%**	**B:**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Portfolio of Short Essays 2,500 words	60%
2. Essay 1,500 words	40%
Component B **Description of each element**	**Element weighting**
N/A	
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Portfolio of Short Essays 2,500 words	60%

2.Essay 1,500 words	40%
Component B **Description of each element**	**Element weighting**
N/A	

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to demonstrate: • 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) • an appreciation of the distinction between primary and secondary sources and the different ways each can be used (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)
Key Information Sets Information (KIS) Contact Hours	**Key Information Set - Module data** *Number of credits for thi s module* **30**

Key Information Set - Module data

Number of credits for thi s 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

Total Assessment	Total assessment of the module:	
	Written exam assessment percent age	0 %
	Coursework assessment percent age	100 %
	Practical exam assessment percentage	0 %
		100%

Reading List	Reading Strategy. 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. The development of literature searching skills is supported by a Library seminar and workbook provided within the first semester in Mediated Lives. Formal opportunities for students to develop their library and information skills are provided within the structure of the module. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library. Titles to be put into reading list software:-. Freeman, Michael (1999) *Railways and the Victorian Imagination,* New Haven and London: Yale University Press, 'The Railway as Cultural Metaphor' pp p19; 'Flight' pp 38-44; 'A Produced Nature' pp 44-52; 'Railways and Geography' pp78-85. Briggs, Asa and Burke, Peter (2002) 'Railways' and 'Telegraphs', in *A Social History of the Media: From Gutenberg to the Internet*, London: Polity Press, pp 121-128; 133-143. Gunning, Tom (1995) 'Tracing the Individual Body: Photography, Detectives and Early Cinema', in Leo Charney and Vanessa R. Schwarz (eds) *Cinema and the Invention of Modern Life*, Berkeley and Los Angeles: California University Press, pp 15-20; 24-29. Schivelbusch, Wolfgang (1979) 'Tracks in the City', in *The Railway Journey: The Industrialisation of Time and Space in the Nineteenth Century*, Berkeley: University of California Press, pp 170-179. Swanson, Gillian (2000) 'Cities: Spaces, Bodies, Knowledges', in Jane Crisp, Kay Ferres & Gillian Swanson, *Deciphering Culture: Ordinary Curiosities and Subjective Narratives*, pp 136-142. Rappaport, Erika D (1995). '"A New Era of Shopping": The Promotion of Women's Pleasure in London's West End, 1909-1914', in eds. Leo Charney and Vanessa D Schwartz, *Cinema and the Invention of Modern Life*, Berkeley and Los Angeles: University of California Press, pp 130-155. De Certeau, Michel ([1980]/1984), '*The Practice of Everyday Life*, Berkeley, University of California Press, pp xviii-xx. Woolf, Virginia ([1903]/1969), 'Street Haunting', in *The Collected Essays, vol. 4*, London, Chatto and Windus, 155-66. Said, Edward W. (1995) 'Orientalism' in Bill Ashcroft, Gareth Griffiths and Helen Tiffin (eds) *The Postcolonial Studies Reader*, London: Routledge, pp 87-91. Maxwell, Anne (1999) 'Introduction: The Great Exhibitions, Photography and the Making of European Identities', in *Colonial Photography and Exhibitions: Representations of the 'Native' and the Making of European Identities*, London and New York: Leicester University Press. Breward, Christopher (2011) 'The Globalisation of the Fashion City' in Glenn Adamson, Giorgio Riello and Sarah Teasley (eds) *Global Design History*, London: Routledge, pp 6368. Briggs, Asa and Burke, Peter (2002) 'Information, Education, Entertainment', in *A Social History of the Media: From Gutenberg to the Internet*, London: Polity Press, pp 188-219.

Golec, Michael J. (2011) '"From the Far Corners": Telephones, Globalization and the Production of Locality in the 1920s', in Glenn Adamson, Giorgio Riello and Sarah Teasley (eds) *Global Design History*, London: Routledge, pp 85-94.

Briggs, Asa and Burke, Peter (2002) 'Information, Education, Entertainment', in *A Social History of the Media: From Gutenberg to the Internet*, London: Polity Press, pp 219-244.

Zachary P. Neal (2013) 'Introduction: Why Cities? Why Networks?'. in *The Connected City: How Networks are Shaping the Modern Metropolis*, London and New York: Routledge, pp 1-8.

Briggs, Asa and Burke, Peter (2002) 'Convergence', in *A Social History of the Media: From Gutenberg to the Internet*, London: Polity Press, pp 267-273.

Mitchell, William J. (1995) 'Being There' and 'Getting to the Good Bits', in *City of Bits: Space, Place and the Infobahn*, Cambridge, Mass: The MIT Press, pp 43-44; pp 162-166.

Gay Hawkins (2005) 'Plastic Bags', in *The Ethics of Waste: How We Relate to Rubbish*, Rowman & Littlefield Publishers, pp 24-35.

Kazys Varnelis and Anne Friedberg (2012) 'Place: The Networking of Public Space', in Kazys Varnelis (ed) *Networked Publics*, Mass: MIT Press, 15-42.

Zizi Papacharissi (2011) *A Networked Self: Identity, Community and Culture on Social Network Sites*, London and New York: Routledge.

Jurgen Habermas, (1999) 'The Public Sphere', in Paul Marris and Sue Thornham (eds) *Media Studies: A Reader* (2nd Edn) Edinburgh: Edinburgh University Press, pp 92-97.

Alan McKee (2005) 'Introduction: The Public Sphere, in The Public Sphere: An Introduction, Cambridge: Cambridge University Press, pp 1-14.

Zachary P. Neal (2013) 'Global: How Nylon Holds the World Together'. in *The Connected City: How Networks are Shaping the Modern Metropolis*, London and New York: Routledge, pp 147-166.

Manuel Castells (2012) 'Opening: Networking Minds, Creating Meaning, Contesting Power', *Networks of Outrage and Hope: Social Movements in the Internet Age*, London: Polity Press, 1-19.

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First CAP Approval Date	24 March 2020 UVP			
Revision CAP Approval Date		Version	1	