



## **Module Specification**

### **Network Culture**

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#### **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>6</b>

## Part 1: Information

**Module title:** Network Culture

**Module code:** UPCNHR-30-1

**Level:** Level 4

**For implementation from:** 2023-24

**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:** Not in use for Modules

**Field:** CULTURAL INDUSTRIES

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

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

## Part 2: Description

**Overview:** 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.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** 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.

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

**Teaching and learning methods:** 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.

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

**MO1** An analytical and critical attention to key aspects of contemporary lived urban culture.

**MO2** The use of different research methods, including qualitative approaches to empirical research, experiential research, and audio-visual methods.

**MO3** An appreciation of the distinction between primary and secondary sources and the different ways each can be used.

**MO4** The ability to write a critical essay through a synthesis of sources and debates.

**MO5** The ability to undertake close analysis of media objects and texts within their everyday and historical contexts.

**MO6** The development of academic writing and presentation skills through reflection on feedback.

**MO7** The ability to present ideas and findings clearly in oral, written and visual modes.

**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:** 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.

### **Assessment components:**

#### **Written Assignment (First Sit)**

Description: Essay (1500 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Written Assignment (First Sit)**

Description: Portfolio of Short Essays (2500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Written Assignment (Resit)**

Description: Essay (1500 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Written Assignment (Resit)**

Description: Portfolio of Short Essays (2500 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media Communications [Frenchay] BA (Hons) 2023-24

Media Communications [Frenchay] BA (Hons) 2023-24

Media Communications (Advertising) [Frenchay] Not Running BA (Hons) 2023-24

Media Communications (Advertising) [Frenchay] Not Running BA (Hons) 2023-24

Media Communications (Public Relations) [Frenchay] BA (Hons) 2023-24

Media Communications (Public Relations) [Frenchay] BA (Hons) 2023-24

Media Communications (Campaigns) [Frenchay] BA (Hons) 2023-24

Media Communications (Campaigns) [Frenchay] BA (Hons) 2023-24

Media Communications (Campaigns) {Foundation} [Frenchay] BA (Hons) 2022-23

Media Communications (Public Relations) {Foundation} [Frenchay] BA (Hons) 2022-23

Media Communications (Advertising) {Foundation} [Frenchay] Not Running BA (Hons) 2022-23

Media Communications {Foundation} [Frenchay] BA (Hons) 2022-23