



Module Specification

Screen Media

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Part 1: Information

Module title: Screen Media

Module code: UPCNJ3-30-2

Level: Level 5

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

Field: CULTURAL INDUSTRIES

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: Communications Contexts 2022-23

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Screen Media builds on foundational skills developed across Level 1 modules. Specifically enhancing skills and knowledge relating to the study of screen media, the module engages with contemporary social and cultural contexts whilst also tracing back into history to study how they have developed up to the present day. The centrality of television is considered as one of the most dominant sites of cultural anxieties, pleasures, controversy and excitement since its invention in the 1920s. The impact of digital convergence and the effects this is having on media

genres, their modes of distribution, consumption and interactions in everyday life is also explored. The specific case studies and examples used will change from year to year but may include: user-generated content and co-creativity; interactive documentary; mobile phones and games consoles; multiplatform engagements.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The module introduces students to industry practices relating to aspects of screen cultures that include: branding; the politics of representations; connectivity and interactivity; participatory media; and media audiences. Screen Media develops students' knowledge and understanding of a range of screen media forms, industries and practices, their historical development and their role within contemporary culture and society, encouraging engagement with contemporary and emerging developments in the creative economy, digital and participatory media. The Individual Research Project develops an awareness of ethical issues relating to research and production in the cultural and media sector including questions of difference, diversity and inequality.

The module includes guest lectures by external partners in the Digital Cultures Research Centre in order to expand student understanding of practice and theory, and to integrate their learning experience within a wider research context. Speakers from industry are also invited.

Students are expected to be able to identify and retrieve appropriate reading. This module offers an opportunity to further develop information skills introduced at Level 1. Students will be given the opportunity to attend sessions on selection of appropriate databases and search skills. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning: Teaching will take place in three hour weekly workshops allowing, variously, for lectures, screenings, seminar discussions and group work.

Independent learning: Independent study includes set and recommended reading and viewing, and assignment preparation. Students will be guided by a clear syllabus outline in the module handbook and preparation questions and/or tasks communicated via Blackboard.

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

MO1 Demonstrate a critical understanding of current screen media research.

MO2 Position the study of screen media within appropriate historical and/or theoretical contexts.

MO3 Present theoretical enquiry and analysis clearly and persuasively in oral form.

MO4 Develop independent research skills.

MO5 Demonstrate the ability for collaborative work.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 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: Students undertake:

10 minute group presentation – .

- Short academic essay (1500 words) and

Individual Research Project (approx. 3000 words).

Assessment tasks:

Group work (First Sit)

Description: Group presentation

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Written Assignment (First Sit)

Description: Short Essay (1500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4

Project (First Sit)

Description: Research Project (3000 words or equivalent)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4

Group work (Resit)

Description: Presentation

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Written Assignment (Resit)

Description: Short Essay (1500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4

Project (Resit)

Description: Research Project (3000 words or equivalent)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

Media Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Media Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Media Communications [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21