



MODULE SPECIFICATION

| Part 1: Information | | | |
|----------------------------------|---|---------------------------|---------------------|
| Module Title | Music Cultures | | |
| Module Code | UPCNJT-30-3 | Level | 3 |
| For implementation from | Sep 2020 | | |
| UWE Credit Rating | 30 | ECTS Credit Rating | 15 |
| Faculty | ACE | Field | Cultural Industries |
| Department | Arts and Cultural Industries | | |
| Contributes towards | BA (Hons) Media Communications (optional) | | |
| Module type: | Standard | | |
| Pre-requisites | None | | |
| Excluded Combinations | None | | |
| Co- requisites | None | | |
| Module Entry requirements | None | | |

| Part 2: Description |
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| <p>This module examines key theoretical approaches in the analysis of the production, distribution and consumption of popular music. The module will examine popular music by thinking about questions of power and agency. Examining the historical contexts that have shaped the contemporary music industry, the module will explore the impact of technological change on shaping meaning in the production and consumption of musical forms. The module will also explore key social and cultural factors that contribute to the articulation of modes of identity, giving particular attention to issues such as class, gender, ethnicity and sexuality. This focus on identity and notions of cultural 'difference' will enable the students to consider the impact of difference, diversity and inequality on production, consumption, interactivity and engagement within the music industry and wider cultural sector.</p> <p>Drawing on studies produced within a range of theoretical contexts, the module includes discussion of the relationship between popular music and processes of globalisation, the impact of digital technologies on the music industry, fan cultures and subcultures. By examining the complex relationships between producers, artist and audiences of popular music, students will explore the ways in which media, communication and culture are produced and consumed in different professional and cultural contexts in everyday life, by diverse communities of interest and publics on a local and global scale.</p> <p>Students will develop a number of transferable skills through their engagement with various theoretical perspectives and the analysis of contemporary technical and cultural developments within the music industry. The emphasis on individual research based on contemporary examples will enable students to</p> |

develop their ability to design, plan, realise and reflect on sustained critical research projects. In developing the ability to research and analyse a range of cultural texts and artefacts (including industry reports, journalism, fan produced texts, audiovisual materials and fashion) students will be helped to develop flexible research skills appropriate to both further academic study and professional work in a variety of contexts.

Part 3: Assessment

There will be 3 assessment items:

1. Essay

Students will write a 2000 word essay chosen from a list of set questions based around module themes and topics covered in semester one of the module.

2. Research Essay.

Students will develop a substantial research investigation of a topic of their choice related to the module scope and subject area which will be written up as a 3000 word essay.

3. Exam

Students will sit a 2hr hour exam based on material covered throughout the module.

Class activities and tutorial time will support project and presentation assignment development, including formative feedback on assignment proposals.

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| Identify final timetabled piece of assessment (component and element) | A1 |
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| % weighting between components A and B (Standard modules only) | A: | B: |
| | 30 | 70 |

First Sit

| Component A (controlled conditions) Description of each element | Element weighting |
|--|-------------------|
| 1. Exam (2hrs) | 100% |

| Component B Description of each element | Element weighting |
|--|-------------------|
| 1. Essay (2,000 words) | 36% |
| 2. Research Essay (3,000 words) | 64% |

Resit (further attendance at taught classes is not required)

| Component A (controlled conditions) Description of each element | Element weighting |
|--|-------------------|
| 1. Exam (2hrs) | 100% |

| Component B Description of each element | Element weighting |
|--|-------------------|
| 1. Research Essay (5,000 words) | 100% |

| Part 4: Learning Outcomes & KIS Data | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--|--|-----------------------|------------------------------------|-----|----------------------------------|--|--------------------------------------|----|--|------|--|--|--|--|----|-----------------------|---|-------------------------|-----------------------|-----------------|-----|----|-----|---|-----|
| Learning Outcomes | <p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate through sustained argument and analysis an understanding of the historical development of the popular music industry and its impact on production and consumption. (All assessment components); 2. Critically explore key debates and arguments relating notions of power, identity and agency in the creation, distribution and consumption of popular music forms (All assessment components); 3. Demonstrate the ability to understand and critically engage with the significance of theories of ideology and 'resistance' in relation to the analysis of popular music (All assessment components); 4. Develop detailed research and analysis of specific case studies within popular music which highlight practices of innovation and negotiation within the production and consumption of popular cultural forms (B2); 5. The ability to situate specific examples of identity formation and negotiation relating to the field of popular music within contemporary debates surrounding agency and control within popular culture (All assessment components). | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key Information Sets Information (KIS) | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="5" style="text-align: left;"><u>Key Information Set - Module data</u></th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center; border: 2px solid black;">15</td> </tr> <tr> <td style="text-align: center;">Hours to be allocated</td> <td style="text-align: center;">Scheduled learning and teaching study hours</td> <td style="text-align: center;">Independent study hours</td> <td style="text-align: center;">Placement study hours</td> <td style="text-align: center;">Allocated Hours</td> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table> | <u>Key Information Set - Module data</u> | | | | | <i>Number of credits for this module</i> | | | | | | | | | 15 | Hours to be allocated | Scheduled learning and teaching study hours | Independent study hours | Placement study hours | Allocated Hours | 300 | 72 | 228 | 0 | 300 |
| <u>Key Information Set - Module data</u> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <i>Number of credits for this module</i> | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | 15 | | | | | | | | | | | | | | | | | | | | | | |
| Hours to be allocated | Scheduled learning and teaching study hours | Independent study hours | Placement study hours | Allocated Hours | | | | | | | | | | | | | | | | | | | | | | |
| 300 | 72 | 228 | 0 | 300 | | | | | | | | | | | | | | | | | | | | | | |
| Contact Hours | <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Assessment | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td style="text-align: left;">Written exam assessment percentage</td> <td style="text-align: center;">30%</td> </tr> <tr> <td style="text-align: left;">Coursework assessment percentage</td> <td style="text-align: center;">70%</td> </tr> <tr> <td style="text-align: left;">Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table> | Total assessment of the module: | | Written exam assessment percentage | 30% | Coursework assessment percentage | 70% | Practical exam assessment percentage | 0% | | 100% | | | | | | | | | | | | | | | |
| Total assessment of the module: | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Written exam assessment percentage | 30% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Coursework assessment percentage | 70% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Practical exam assessment percentage | 0% | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 100% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reading List | <p>https://rl.talis.com/3/uwe/lists/4F7B1A5B-66CB-F8A6-93A8-24AA506FCE43.html</p> | | | | | | | | | | | | | | | | | | | | | | | | | |

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| First Approval Date (and panel type) | 24 March 2020 UVP | | | |
| Revision ASQC Approval Date | | Version | 1 | |
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