



MODULE SPECIFICATION

Part 1: Information			
Module Title	Issues and Debates in the Creative and Cultural Industries		
Module Code	UALB3R-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Lens and Moving Image
Department	ACE Dept of Creative & Cultural Industries		
Module Type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description

Overview: This wide-ranging module provides students with a broad critical introduction to the major issues that have informed and shaped the creative and cultural industries with which any practitioner or commentator has to engage. The module will complement the other 15 credit shared module, Screen Criticism and Analysis that aims to sharpen the critical skills of textual appreciation and analysis, by affording an overview of the various contexts within which these texts circulate. It also complements the other modules within the cluster programme by providing an overarching framework within which those modules exist.

Educational Aims: The module aims to create an informed understanding as to why these issues have emerged, the debates that surround them and the competing ideologies that influence how they are understood and implemented.

In addition, the module will be informed by research conducted by the staff delivering the module, the work of the Moving Image Research Group and the Digital Cultures Research Centre, including the work of UWE's Creative Economy Unit led by Professor Jon Dovey on the cultural economy and cultural value. The aim of this is to ensure that the module is current and cutting edge and provides a stimulating environment within which the students' learning and their individually chosen case studies take place and link students' own projects to other research being undertaken within the faculty.

Outline Syllabus: The syllabus is divided into five broad sections: Value Systems; Agency; The Politics of Creative Labour; The Impact of Digital Technology; The Attention Economy and Audiences.

'Value Systems' looks at the competing ways in which cultural practices are valued and evaluated, ranging from fairly crude econometric analysis that value screen practices through quantifiable measures (e.g. how many watched a particular television programme) to much more sophisticated ones that try to understand how audiences or viewers experience screen practices and how those practices circulate within and inform a cultural ecology. 'Agency' explores the role of various practitioners and intermediaries within screen industries (e.g. the producer; the director; commissioners) their interactions and relationships and how much power they have over creative practices. 'The Politics of Creative Labour' extends the discussion of agency into the conditions in which people work in the creative industry, how they are employed and on what terms and the degree of autonomy they may have; it also considers the issues around freelance labour and discusses the 'precariat' argued to be an emerging class whose conditions of employment are contingent and precarious. 'The Impact of Digital Technology' explores the range of changes that have occurred in the production, distribution and exhibition of screen practices that have come about through the impact and adoption of digital technologies. Do these changes constitute a 'revolution' or are there underlying continuities? 'The Attention Economy and Audiences' considers the reception of screen products, investigating how they compete within an 'attention economy', a term that has gained recent currency to indicate the overwhelming volume of visual and other material that has been made available in the digital 'era'. This section asks whether the nature of audiences has changed fundamentally in this period.

The module will be taught using a mixture of lectures, seminars and one-to-one tutorials.

Teaching and Learning Methods: There will be five lectures each of which provides a critical overview of one of the five major elements: Value Systems; Agency; The Politics of Creative Labour; The Impact of Digital Technology; The Attention Economy and Audiences. Lectures will explore seminal examples and highlight key issues. The seminars will enable students to discuss the lecture content in more detail, to introduce and discuss their own examples and be an opportunity for clarification of lecture content and to extend the debates. The one-to-one tutorials will provide specific guidance that will focus on the students' choice of a particular case studies, offering particular reading advice and helping to shape the argument and direction of the case study.

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Part 3: Assessment			
<p>Component A: Case study (3,000 words)</p> <p>Students will devise, in consultation with the tutors, a small-scale investigation of a topic using each of the five main elements described in the syllabus outline. Thus, their chosen topic (e.g. making a documentary) will need to demonstrate how that process is shaped by the value systems within which it takes place, the role played by various agents, the labour politics involved, its use of particular technologies, and the ways in which it tries to reach an audience.</p>			
First Sit Components	Final Assessment	Element weighting	Description
Project - Component A	✓	100 %	<p>Component A: Case study (3,000 words)</p> <p>Students will devise, in consultation with the tutors, a small-scale investigation of a topic using each of the five main elements described in the syllabus outline. Thus, their chosen topic (e.g. making a documentary, a study of a particular feature film or television series; a practitioner such as a particular producer or screenwriter) will need to demonstrate how that process is shaped by the value systems within which it takes place, the role played by various agents, the labour politics involved, its use of particular technologies, and the ways in which it tries to reach an audience.</p>
Resit Components	Final Assessment	Element weighting	Description
Project - Component A	✓	100 %	<p>Component A: Case study (3,000 words)</p> <p>Students will devise, in consultation with the tutors, a small-scale investigation of a topic using each of the five main elements described in the syllabus outline. Thus, their chosen topic (e.g. making a documentary) will need to demonstrate how that process is shaped by the value systems within which it takes place, the role played by various agents, the labour politics involved, its use of particular technologies, and the ways in which it tries to reach an audience.</p>

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Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Show an advanced critical knowledge of how the cultural and creative industries have been defined and discussed, demonstrated through small-scale investigation of a topic.</td> <td>MO1</td> </tr> <tr> <td>Critically evaluate the affect of current key debates within the creative and cultural industries on specific areas of the screen industries.</td> <td>MO2</td> </tr> <tr> <td>explore independently how these debates affect specific areas of the screen industries.</td> <td>MO3</td> </tr> <tr> <td>Apply this understanding critically to their own and others' projects and practices.</td> <td>MO4</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Show an advanced critical knowledge of how the cultural and creative industries have been defined and discussed, demonstrated through small-scale investigation of a topic.	MO1	Critically evaluate the affect of current key debates within the creative and cultural industries on specific areas of the screen industries.	MO2	explore independently how these debates affect specific areas of the screen industries.	MO3	Apply this understanding critically to their own and others' projects and practices.	MO4						
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>http://readinglists.uwe.ac.uk/lists/54918092-1862-B848-ABD1-25ACE3086300.html</p>																

Part 5: Contributes Towards	
<p>This module contributes towards the following programmes of study:</p> <p>Screen Business [Sep][FT][Bower][1yr] MA 2020-21</p> <p>Screen Production (Screenwriting) [FT][Bower Ashton][1yr] MA 2020-21</p> <p>Screen Production (Documentary) [Sep][FT][Bower][1yr] MA 2020-21</p>	