



Module Specification

Issues and Debates in the Creative and Cultural Industries

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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: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Lens and Moving Image

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body 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 Screen Criticism and Analysis, aiming to sharpen the critical skills of textual appreciation and analysis, by affording an overview of the various contexts within which these texts circulate.

Features: Not applicable

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 Lab on the cultural economy and cultural value. The aim is to ensure that the module is current 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.

Part 3: Teaching and learning methods

Teaching and learning methods: Five lectures provide 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. 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. 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.

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

MO1 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.

MO2 Critically evaluate the affect of current key debates within the creative and cultural industries on specific areas of the screen industries.

MO3 Explore independently how these debates affect specific areas of the screen industries.

MO4 Apply this understanding critically to their own and others' projects and practices.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 130 hours

Face-to-face learning = 20 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

<http://readinglists.uwe.ac.uk/lists/54918092-1862-B848-ABD1-25ACE3086300.html>

Part 4: Assessment

Assessment strategy: Assessment task: Portfolio

Students will devise a small-scale investigation of a topic addressing the five main elements described in the syllabus outline.

Their chosen topic (e.g. making a documentary) will demonstrate how that process is shaped by the value systems within which it takes place, the roles played by various agents, labour politics, use of technologies, and routes to reaching audiences.

Negotiated outcome relevant to practice; case study, or equivalent audio/visual response.

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio: Negotiated outcome relevant to practice; case study, or equivalent audio/visual response.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio - Component A (Resit)

Description: Portfolio: Negotiated outcome relevant to practice; case study, or equivalent audio/visual response.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Film and Television Industries [Bower] MA 2022-23

Screen Production (Documentary) [Bower] MA 2022-23

Screen Production (Screenwriting) [Bower] MA 2022-23