



## **Module Specification**

### **Understanding Media**

Version: 2025-26, v1.0, Approved

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## Part 1: Information

**Module title:** Understanding Media

**Module code:** UABB9E-30-1

**Level:** Level 4

**For implementation from:** 2025-26

**UWE credit rating:** 30

**ECTS credit rating:** 15

**College:** College of Arts, Technology and Environment

**School:** CATE School of Arts

**Partner institutions:** None

**Field:** Broadcast and Journalism

**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:** This module introduces students to the cultural, social, economic, political, material and technological structures within which media are produced, distributed and consumed. In particular, the module will develop students' ability to analyse the complex histories, structures and features of local, global and national ecosystems and understand the way media forms and practices are situated within them.

**Features:** Not applicable

**Educational aims:** The aim of this module is to help students think through the forces shaping their future as media professionals and how digital media can provide a platform to address contemporary issues.

**Outline syllabus:** The module will examine key concepts such as information, entertainment, globalisation, propaganda, commodification, the attention economy, imperialism, etc, alongside debates concerning the relation between media technologies, the 'public sphere' and citizen dialogue and participation.

The module will prepare students to use these ideas to investigate and examine media production occurring in the creative industries, politics, commerce, third-sector, or elsewhere.

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

**Teaching and learning methods:** The module will support the development of academic reading, note-taking, writing and referencing skills, alongside critical thinking and the development of academic arguments.

Regular attendance at seminars will allow students to gain formative feedback (in the form of tutor and peer feedback) and acquire an understanding of the requirements of academic skills appropriate to assessed submissions.

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

**MO1** Refine communication skills, adapting style and tone to effectively communicate ideas and research findings.

**MO2** Experiment with a range of approaches to overcome subject specific challenges.

**MO3** Evaluate information from various sources, identifying key ideas, and understanding different perspectives.

**MO4** Employ effective research methods to explore and gather information related to specific areas of study.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

**Reading list:** The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link <https://rl.talis.com/3/uwe/lists/3D9B78FC-48FF-F1B7-6948-F18F7C9153B8.html?lang=en-GB&login=1>

## **Part 4: Assessment**

**Assessment strategy:** Assessment format is portfolio, and Pass/Fail. We are committed to developing authentic assessments that afford students opportunities to test out concepts in practice and reflect on their own experience of learning. Assessment should always be inclusive, appropriate and focussed on supporting students to demonstrate their learning.

There will be regular opportunities for students to gain formative feedback in class and through tutor and peer led discussions.

The purpose of this assessment strategy is to introduce students to key concepts in media and communications studies and to develop their academic skills.

Academic Skills Portfolio - critical summary of an academic reading, multiple choice test on academic and study skills.

The resit assessment will match the first sit.

**Assessment tasks:**

**Portfolio (First Sit)**

Description: Academic Skills Portfolio - critical summary of an academic reading, multiple choice test on academic and study skills

Weighting: 0 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Portfolio (Resit)**

Description: Academic Skills Portfolio - critical summary of an academic reading, multiple choice test on academic and study skills

Weighting: 0 %

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:

Media Production [Bower] BA (Hons) 2025-26

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