



Module Specification

Media Industries

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Part 1: Information

Module title: Media Industries

Module code: UABB9F-30-2

Level: Level 5

For implementation from: 2026-27

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 will develop students' understanding of the contemporary media landscape. It will address how commercial imperatives, funding agendas and policy decisions at all levels influence the development of media and journalism and the factors that drive new kinds of relationships between those who contribute to the production, consumption and distribution of media and cultural artefacts. Along the way, students will be asked to reflect critically on the ethical, legal and regulatory frameworks within which media practitioners work.

Features: Not applicable

Educational aims: This module aims to equip students to work in the wider media industries, by exploring contemporary debates in media business and entrepreneurship; media regulation; legal and ethical frameworks and the role of international, national and regional media ecosystems. Through this lens, students will also be asked to critically reflect on their own work experience.

Outline syllabus: This module is designed to foster the understanding and conceptual frameworks to enable students to shape and situate their work as creative professionals now and in the future. This will include themes such as:

Media regulation, legal and ethical frameworks

Media business and entrepreneurship

International, national and regional media ecosystems

Critical reflection on work experience.

Part 3: Teaching and learning methods

Teaching and learning methods: A mix of lectures and workshops aimed at presenting students with a live view of industry dynamics and career options.

Industry-focused workshops and trips to creative hubs will develop students' understanding of industry processes and employability pathways.

As part of this module students will be required to complete 15 days of work experience or a given 'live' brief. As part of their portfolio, they will be asked to critically reflect on this experience.

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

MO1 Demonstrate a deeper understanding of the media industries and the wider social, economic, legal and regulatory frameworks within which media are produced, distributed and consumed.

MO2 Explore a wide range of historical and cultural contexts, deepening an understanding of their influence and impacts.

MO3 Engage in reflective practice, reviewing their personal strengths and areas for growth, and proactively seeking feedback to improve their work.

MO4 Develop an entrepreneurial mindset by being able to innovate new media products and services, in response to industry trends and audience expectations.

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](https://rl.talis.com/3/uwe/lists/F63CA185-18D4-6EF0-E4BE-34AF5702AF0E.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/F63CA185-18D4-6EF0-E4BE-34AF5702AF0E.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The assessment strategy develops students' understanding of, and critical engagement with, current debates in the media industries. Students will produce a portfolio of tasks, which will include a video or audio explainer on one of the topics covered over the course of the module; a mini-enterprise proposal and a critical reflection on 15 days of work experience (or the equivalent live brief).

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

The resit assessment will match the first sit.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio of work

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio of work

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:

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