



## **Module Specification**

### **Screen Media**

Version: 2025-26, v3.0, 23 Jul 2024

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## Part 1: Information

**Module title:** Screen Media

**Module code:** UPCNJ3-30-2

**Level:** Level 5

**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:** CULTURAL INDUSTRIES

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** Communications Contexts 2024-25

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Screen Media builds on foundational skills developed across Level 1 modules. Specifically enhancing skills and knowledge relating to the study of screen media, the module engages with contemporary social and cultural contexts whilst also tracing back into history to study how they have developed up to the present day. The centrality of television is considered as one of the most dominant sites of cultural anxieties, pleasures, controversy and excitement since its invention in the 1920s. The impact of digital convergence and the effects this is having on media

genres, their modes of distribution, consumption and interactions in everyday life is also explored. The specific case studies and examples used will change from year to year but may include: user-generated content and co-creativity; interactive documentary; mobile phones and games consoles; multiplatform engagements.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** The module introduces students to industry practices relating to aspects of screen cultures that include: branding; the politics of representations; connectivity and interactivity; participatory media; and media audiences. Screen Media develops students' knowledge and understanding of a range of screen media forms, industries and practices, their historical development and their role within contemporary culture and society, encouraging engagement with contemporary and emerging developments in the creative economy, digital and participatory media. The Individual Research Project develops an awareness of ethical issues relating to research and production in the cultural and media sector including questions of difference, diversity and inequality.

The module includes guest lectures by external partners in the Digital Cultures Research Centre in order to expand student understanding of practice and theory, and to integrate their learning experience within a wider research context. Speakers from industry are also invited.

Students are expected to be able to identify and retrieve appropriate reading. This module offers an opportunity to further develop information skills introduced at Level 1. Students will be given the opportunity to attend sessions on selection of appropriate databases and search skills. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.

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

**Teaching and learning methods:** Scheduled learning: Teaching will take place in three hour weekly workshops allowing, variously, for lectures, screenings, seminar discussions and group work.

Independent learning: Independent study includes set and recommended reading and viewing, and assignment preparation. Students will be guided by a clear syllabus outline in the module handbook and preparation questions and/or tasks communicated via Blackboard.

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

**MO1** Demonstrate a critical understanding of current screen media research.

**MO2** Position the study of screen media within appropriate historical and/or theoretical contexts.

**MO3** Present theoretical enquiry and analysis clearly and persuasively in oral form.

**MO4** Develop independent research skills.

**MO5** Demonstrate the ability for collaborative work.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 72 hours

Total = 0

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

## **Part 4: Assessment**

**Assessment strategy:** Students undertake:

10 minute group presentation – .

- Short academic essay (1500 words) and

Individual Research Project (approx. 3000 words).

**Assessment tasks:**

**Written Assignment (First Sit)**

Description: Short Essay (1500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4

**Project (First Sit)**

Description: Research Project (3000 words or equivalent)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4

**Group work (First Sit)**

Description: Group presentation

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

**Written Assignment (Resit)**

Description: Short Essay (1500 words)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO4

**Project (Resit)**

Description: Research Project (3000 words or equivalent)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4

**Group work (Resit)**

Description: Presentation

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media Communications {Foundation} [Frenchay] - Withdrawn BA (Hons) 2023-24

Media Communications [Frenchay] BA (Hons) 2024-25

Media Communications [Frenchay] BA (Hons) 2024-25

Media Communications [Frenchay] BA (Hons) 2022-23