MODULE SPECIFICATION

Part 1: Information			
Module Title	Media Culture 1: Researching Media Cultures		
Module Code	UPCAFE-30-2	Level	2
For implementation from	September 2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA(Hons) Media and Cultural Production BA(Hons) Media Culture and Communication		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
The syllabus is organised around the development of the skills appropriate to Media and Cultural Studies as a critical practice. It is intended to build on and further embed ideas and approaches introduced at Level 1, while also preparing students to undertake a dissertation or equivalent research project at Level 3. The module will place a specific emphasis on developing critical reading and critical writing skills as well as providing students with an opportunity to conduct and evaluate small-scale research projects. Writing will be taught as a practice – as technical and processual as well as critical and creative.

The module will take an inclusive approach to what is considered reading and writing in cultural research. The reading and writing of media images, photography and video will be included in workshops and in assignments. Students will be introduced to key theoretical concepts and traditions through a series of orientation weeks which will prepare students for their own individual research and writing tasks. Orientation topics might include; discourse and surveillance, understanding the culture industry, performativity and gender and the exploring the anthropocene.

The rest of the module content will be based around case studies and field trips which will allow students situate contemporary ideas, events, and experiences within an historical context as well as foregrounding different theoretical approaches and research methods.

In the weekly sessions students with develop critical, creative and analytical thinking through the execution of research exercises and projects in order to interrogate a range of social and cultural processes and practices. By engaging and evaluating significant theoretical and interpretive frameworks for the study of media and culture on a weekly basis, students with be encouraged to develop an awareness of ethical issues and an ability to |

conceive, design and plan projects which are shaped in ways that take account of issues relating to difference, diversity and inequality. The development of their ideas towards an extended essay based on their own research will enable students to design, plan, realise and reflect on sustained research projects independently and critically.

Part 3: Assessment

Students are assessed via a single portfolio of written and visual material equivalent to 5,000 words. This will include material developed as blogs submitted throughout the module as well as an extended written essay.

Identify final timetabled piece of assessment (component and element)	Component	

	A:	B:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit	

Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Portfolio of written and visual material equivalent to 5,000 words	100%
Component B **Description of each element**	**Element weighting**
N/A	100%

Resit (further attendance at taught classes is not required)	

Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Portfolio of written and visual material equivalent to 5,000 words	**100%**
Component B **Description of each element**	**Element weighting**
N/A	

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to:
	1. A knowledge of some of the main theoretical perspectives, questions and contemporary debates that inform the field of Media and Cultural studies.
	2. An understanding of academic writing and reading as practices – as technical as well as critical and creative practices.
	3. The ability to offer close critical readings of academic and related texts.
	4. The ability to conduct small-scale research projects and reflect critically upon the methods used.
	5. The ability to evaluate and analyse cultural artefacts whilst also demonstrating an awareness of methodological issues relevant to the field.
	6. A developed repertoire of abilities in the presentation of ideas and arguments drawing on appropriate literature.

	All learning outcomes are assessed through Component A.

Key Information Sets Information (KIS)	
Contact Hours	**Key Information Set - Module data**

Number of credits for this module				30	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
300	48	252	0	300	✅

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total Assessment

Total assessment of the module:		
Written exam assessment percentage	0%	
Coursework assessment percentage	100%	
Practical exam assessment percentage	0%	
		100%

Reading List	There is no single core textbook for this module, therefore access to a range of excerpts will be provided either in print or online. All further readings and viewings listed in the module handbook are available in the library or online. Students are not required to buy any audiovisual media or books for this module.

This module offers an opportunity to further develop information skills introduced at Level 1. Students are expected to be able to identify and retrieve reading as appropriate. Students will be given the opportunity to attend sessions on selection of relevant 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.

Titles for Reading List:

Berger, A. (1998) *Media Research Techniques*. 2nd Edition. London: Sage.

Bertrand & Hughes (2004) *Media research methods : audiences, institutions, texts*

Basingstoke : Palgrave Macmillan.

Hansen, A. and Machin, D. (2013) *Media and Communications Research Methods*.

London:Macmillan.

Hartley, John (2011) *Digital Futures for Cultural and Media Studies*, London: Wiley.

James Katz (ed) (2006) *Handbook of Mobile communications and Social Change,* Ca

Lister, Martin et al (2009) *New Media: a critical introduction* (2nd ed.), London: Routledge.

Cambridge MA; MIT Press. |

| | White, Andrew (2014) *Digital Media and Society*, London: Palgrave Macmillan. |

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