

MODULE SPECIFICATION

Code: UPCAFE-30-2 Title: Media Culture 1 Version: 1.1

Level: Two UWE credit rating: 30 ECTS credit rating: 15

Module type: Project

Owning Faculty: Creative Arts Field: Media and Cultural Studies Field Leader: J Arthurs

Faculty Committee approval: Quality and Standards Committee Date: 4 Feb 2009

Approved for Delivery by: indicate name of affiliated institution if module will only be delivered by them

Valid from: September 2014 Discontinued from:

Contributes towards: Awards up to BA (Hons)

Pre-requisites: UACPRW-30-1 Media and Cultural Studies Foundation

Co-requisites:

Excluded combinations:

Learning outcomes:

- v A knowledge of some of the main theoretical perspectives, questions and contemporary debates that inform the field of Media and Cultural studies
- v An understanding of academic writing and reading as practices – as technical as well as critical and creative practices
- v The ability to offer close critical readings of academic and related texts.
- v The ability to conduct small-scale research projects and reflect critically upon the methods used.
- v The ability to evaluate and analyse cultural artefacts whilst also demonstrating an awareness of methodological issues relevant to the field.
- v A developed repertoire of abilities in the presentation of ideas and arguments drawing on appropriate literature.

All learning outcomes are assessed through Component A.

Syllabus outline:

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, drawing and video will be included in workshops and in assignments.

The module content will be based around case studies and field trips which situate contemporary ideas, events, and experiences within an historical context as well as foregrounding different analytical approaches and research methods. Lines of research and potential perspectives might include: Cultural History; Science and Technology Studies; cultures of consumption; New Media Studies; everyday life / lived experience; and screen media.

Teaching and learning methods:

This module will make use of a range of approaches including but not limited to lectures, seminars, workshops, field trips and group work.

Reading Strategy

All compulsory reading materials will be listed in the module outline and through the module website. Guidance on how to approach these readings will be provided in brief in the module outline and class time will be given to helping the students to contextualise and evaluate this material. As this module has a specific focus on reading as a critical practice the students will participate in a range of activities that are designed to develop their ability to reflect upon and evaluate written material.

Students will be encouraged to read widely using the library catalogue, a variety of bibliographic and full text databases and internet resources. This will be further supported through set exercises designed to enable the student to engage with these resources.

Indicative Reading

As the thematic content of this module will change depending on staffing and syllabus each year, there is no consistent indicative reading.

Assessment

Weighting between components A: 100%

ATTEMPT 1

First Assessment Opportunity

Component A

Description of each element

Element weighting

1 Portfolio of written and visual material equivalent to 5,000 words 100%

Second Assessment Opportunity (further attendance at taught classes is/is not required)

Component A

Description of each element Element weighting

1 Portfolio of written and visual material equivalent to 5,000 words 100%

SECOND (OR SUBSEQUENT) ATTEMPT: Attendance at taught classes is not required.

Specification confirmed byDate

(Associate Dean/Programme Director)