



Module Specification

Media Culture 2: Creative Culture Research

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Part 1: Information

Module title: Media Culture 2: Creative Culture Research

Module code: UPCAFF-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Cultural Studies

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 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, and help them develop the research skills to embark on these pathways.

Features: Not applicable

Educational aims: The aim of this module is to develop a full understanding of the dynamics of the cultural and media industries sector, analysing the forces which have led it to develop to this point, and the way those who work, play and engage with media and cultural forms influence its role and meanings in everyday life and urban culture.

Outline syllabus: We will look at the development of current media technologies, and consider the direction of media production and research in the future:

How is the use of media technologies in other cultural industries reframing the experience of, for example, cinema, theatre, museums and how do contemporary and emerging forms, such as games and virtual reality, offer new kinds of immersive experiences that challenge conventional understandings of media engagement and the generation of meaning? What kind of knowledge do we need to understand how new kinds of audiences are formed and how relationships between producers, publics and creative citizens can lead to new possibilities? Students will be asked to consider how to generate the kind of research that will help clarify these questions.

This module will also develop an understanding of the landscape of the cultural and media industries, how commercial imperatives, funding agendas and policy frameworks at all levels influence its development and the factors which drive new kinds of relationships between those who contribute to the production, consumption, distribution and 'spread' of media and cultural artefacts:

How do media businesses intersect with other cultural industries, such as music, fashion, design and retail, in urban cultural clusters? And how is social media becoming an important factor in communicating between venues, producers and publics?

Further, we will examine those forms of media innovation which serve social purposes, exploring how co-creative practices working with organisations or communities in Bristol and beyond, can allow different voices to emerge in dialogue with media producers.

Indicative themes include:

Media archaeology/media futures; Media Ecologies and Urban Change: Place,

Creativity and Resilience; Cultural Value, Creative Citizenship, Data and Everyday Life.

Part 3: Teaching and learning methods

Teaching and learning methods: Input from researchers and media makers ensures that students are given a 'live' view of industry dynamics, career options and creative interventions. Examples of guest sessions which offer near live briefs and an understanding of industry processes and employability pathways include: 'Media Futures' by Mandy Rose, Director Digital Cultures Research Centre; Mobile and Experience Design for Adventure Heritage by Professor Steve Poole with follow up workshop by mobile enabled experience design company Splash and Ripple; Interactive Experience Design with Charlotte Crofts including a testing the BCC/Suspension Bridge Trust's Bridge Stories app while in production; The Creative Economy and Cultural Value by Professor Jon Dovey; Cities Data and Interactivity by Jen Stein including an interactive data design workshop; Playable Cities near live brief led by Pervasive Media Studio Manager Verity Mackintosh; Creative Entrepreneurship: The Stokes Croft Zone of Possibility App by Professor John Cook and media artist Rik Lander, including a live app testing field research exercise; Bristol City Council's Culture and Resilience strategies by Deputy Mayor of Bristol Estella Tincknell and Resilience Officer Sarah Toy; IC Visual Labs Old Market Stories: Photographic Archive Project.

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

MO1 Assess the productivity of different research methodologies in primary research relating to different aspects of the creative economy and its relationship to citizens, communities, cities and public culture

MO2 Formulate research questions that are appropriate to researching current developments and innovations in media culture, the creative economy and digital media

MO3 Provide a rationale for choosing between different methods and approaches in the design of a research project

MO4 Argue coherently, drawing on appropriate evidence and theoretical approaches

MO5 Undertake sustained, innovative, creative independent scholarship and research

MO6 Employ a rigorous, critical and creative approach to cultural analysis

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/upcaff-30-2.html) via the following link <https://uwe.rl.talis.com/modules/upcaff-30-2.html>

Part 4: Assessment

Assessment strategy: During the course of this module, students will devise and execute their own research project. For these, we will learn to think of the city as a 'culture lab' in which students will investigate their own individual research question and gather the evidence they need to address this and develop a convincing argument.

In the weeks leading up to designing and planning these projects, the module will introduce a range of methodologies to ground research into contemporary media culture, leading to weekly small-scale research projects. Students will therefore use and test out this material in research fieldwork and exercises. They will report back on their findings to the rest of the group the following week. They will then select three that are the most relevant to their research project development and include

these in the Research Portfolio. This assessment involves engagement with ideas, arguments and approaches – as well as findings and reflections on research fieldwork and exercises – from the weekly topics. Students will therefore also be developing an advanced competency in reading academic materials and industry reports, enabling them to engage confidently with current theories, debates and issues relevant to the way media and culture shape modern experience.

In the final part of the semester, students will also be working on their own individual research project, building on and extending selected ideas and debates covered in the topic sessions of the module and formulating a multidimensional but focused research project drawing on relevant methodologies. Project development will be conducted via workshops and tutorials. Students are introduced to research ethics and required to provide an ethics evaluation. Students are encouraged to find their own primary research networks, making contact with makers, curators, charities, industry bodies, community groups.

Student-led design and research conducted and tested in discussion with the module leader, will limit the opportunity for plagiarism.

Assessment components:

Portfolio (First Sit)

Description: Research Portfolio

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO5, MO6

Project - Component A (First Sit)

Description: Research Project

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5, MO6

Portfolio (Resit)

Description: Research Portfolio

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO5, MO6

Project (Resit)

Description: Research Project

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media and Cultural Production [HKUSpace] Not Running BA (Hons) 2023-24

Media and Cultural Production [Sep][FT][Frenchay][3yrs] - Not Running BA (Hons)
2022-23

Media and Cultural Production [Sep][SW][Frenchay][4yrs] - Not Running BA (Hons)
2022-23

Media and Cultural Production {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running
BA (Hons) 2021-22

Media and Cultural Production {Foundation} [Sep][SW][Frenchay][5yrs] - Not
Running BA (Hons) 2021-22

Media Culture and Communication [Sep][FT][Frenchay][3yrs] - Not Running BA
(Hons) 2022-23

Media Culture and Communication [Sep][SW][Frenchay][4yrs] - Not Running BA (Hons) 2022-23

Media Culture and Communication {Foundation}[Sep][FT][Frenchay][4yrs] - Not Running BA (Hons) 2021-22

Media Culture and Communication {Foundation}[Sep][SW][Frenchay][5yrs] - Not Running BA (Hons) 2021-22