

MODULE SPECIFICATION

Code: UPCAFF-30-2 Title: Media Culture 2 Version: 2.1 Level: 2 UWE credit rating: 30 ECTS credit rating: 15 Module type: Project Owning Faculty: ACE Field: Media and Cultural Studies Field Leader: J Arthurs Faculty Committee approval: Quality and Standards Committee Date: November 2011 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) Media Culture and Practice, Joint awards up to BA(Hons) Media and Journalism, BA (Hons) Journalism and Public Relations. UWE/Taylors Dual Award Framework Pre-requisites: UACPRW-30-1 Media and Cultural Studies Foundation **Co-requisites: Excluded combinations:** Learning outcomes:

On successful completion of this module the student should be able to demonstrate the ability:

- to formulate research questions and develop a research proposal appropriate to the field of study
- identify appropriate scholarly resources and situate these within specific debates and intellectual traditions
- to clearly distinguish between quantitative and qualitative research methods and how these have been deployed within audience research
- provide a rationale for choosing between different methods and approaches in the design of a research project
- to produce coherent and persuasive written arguments, drawing on appropriate evidence and theoretical approaches
- to undertake sustained, innovative, creative independent scholarship and research
- to employ a rigorous, critical and creative approach to cultural analysis and critique

Syllabus outline:

The module content will be based around case studies which situate contemporary cultural phenomena and experiences within a historical context as well as foregrounding different theoretical, creative and analytical approaches. Students will initiate and pursue a small-scale research project around an object of their choice (with staff approval). The module will thus support a greater independence amongst the students in their cultural research. It will emphasise the development of a critical and reflexive approach to research from question initiation through to final review of findings.

Examples of possible lines of research and potential perspectives might include: Cultural History; Science and Technology Studies; the study of screen media; everyday life and lived experience; affinities and identities; textualities and materialities.

Whilst not all the significant debates and topics can be covered in any given year, the module will emphasise an engagement with writing, reading and research as forms of academic practice throughout.

Teaching and learning methods:

The teaching staff will take a mixed and flexible approach to the delivery of appropriate learning materials. Lectures, workshops, tutorials and reading groups will be used as appropriate to support the students.

Reading Strategy

Teaching staff will provide key exemplary texts as appropriate to the case studies and themes that are the focus of the module in any given year. These key texts will be distributed to all students, will be held in the library and will be available online. The students will be working on the identification, engagement and review of literature relevant to their own projects and will be actively encouraged through workshops and tutorials to make use the full range of learning resources at their disposal.

Indicative Reading

As this module is based around the development and support of small-scale independent research projects there is no fixed set of texts that will be appropriate for all students.

Assessment	
Weighting between components A:	100%
ATTEMPT 1	
First Assessment Opportunity Component A	
Description of each element	-
1 Research Diary	Element weighting 25%
2 Research Project (3,000 words or equivalent)	75%
Second Assessment Opportunity (further attendance at taught classes is not required) Component A	
Description of each element 1 Research Diary	Element weighting 25%
2 Research Project (3,000 words or equivalent)	75%
SECOND (OR SUBSEQUENT) ATTEMPT: Attendance at taught classes is required.	

Specification confirmed by ...Jane Arthurs Date 3rd October 2011 HoD and Field Leader (Associate Dean/Programme Director)