



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Experience and Identity				
Module Code	UACAL5-30-1	Level	1	Version	1
Owning Faculty	ACE	Field	Culture and Media Studies		
Contributes towards	BA(Hons) Media Culture and Practice				
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project
Pre-requisites			Co- requisites		
Excluded Combinations			Module Entry requirements		
Valid From	September 2012		Valid to	September 2018	

CAP Approval Date	1 st June 2012
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to demonstrate:</p> <ul style="list-style-type: none"> • an analytical and critical attention to key aspects of contemporary lived media culture (A1, A2) • the use of different research methods, including qualitative approaches to empirical research, the interpretation of cultural-historical evidence, and audio-visual methods (A1, A2) • the ability to undertake detailed description of media objects and texts within their everyday and historical contexts (A1, A2) • the development of academic writing and presentation skills through reflection on feedback (A1, A2) • the ability to present ideas and findings clearly in written and visual modes (A1, A2)
Syllabus Outline	<p>This module introduces students to some key concepts and methods in the study of contemporary media and culture. Taking the concepts of 'experience' and 'identity' as a starting point, students will explore their own media and cultural tastes and positions, and will begin to situate these in relation to their historical, cultural, and technological contexts.</p> <p>The module will focus on experiential and evidential approaches to cultural enquiry, introducing foundational research approaches including auto-ethnography, evidence-based essay writing, and visual and textual analysis. Students will document and</p>

	develop their research and enquiry through an individual blog (2500 words or equivalent) and an essay (1500 words). The module will focus on experiential and evidential approaches to cultural enquiry, introducing foundational research approaches including auto-ethnography, evidence-based essay writing, and visual and textual analysis.
Contact Hours/Scheduled Hours	<p>The hours for a student on this module will be 96 hours of scheduled learning. 72 of these will be contact hours, consisting of workshops, field visits and lectures. The remaining 24 hours will be for directed study, comprising of scheduled reading groups, film screenings and formative group assignments.</p> <p>The student will be expected to conduct 204 hours of independent learning, including reading, engaging with blended learning resources and feedback, assignment production and writing.</p>
Teaching and Learning Methods	<p>The module will be delivered in one semester and will be timetabled primarily on one day a week. This will facilitate both intensive 3 hour workshops and local field trips. The workshops will be a mixture of whole class delivery, formative group work, research exercises, tuition in research theory and practice, screenings and visiting speakers. Field trips will explore the traces of media history in Bristol and its environs. Students will receive tutorial support throughout the module both online and in the classroom.</p> <p>Students will keep a weekly research journal in the form of a blog. Formative and summative assessment exercises will be posted to this blog, and students will reflect on and share their ideas and progress using a range of media forms.</p>
Reading Strategy	The module will use two main books which will be available in the library and key sections will be available online. A module reader will contain all texts required for the workshops and assignments. Library training will be provided in taught sessions.
Indicative Reading List	<p><i>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</i></p> <p>Required reading</p> <p>Dovey, Jon & Kennedy, Helen (2006) <i>Game Cultures: computer games as new media</i>, Maidenhead: Open University Press Gauntlett, David (2008) <i>Media, Gender and Identity: an introduction</i>, London and New York: Routledge Highmore, Ben (2011) <i>Ordinary Lives: studies in the everyday</i>, London: Routledge Lovink, Geert (2011) <i>Networks Without a Cause: a critique of social media</i>, Cambridge: Polity Turkle, Sherry (2011) <i>Alone Together: why we expect more from technology and less from each other</i>, Cambridge MA: MIT Press</p> <p>Further reading</p> <p>Barker, Chris (2003) <i>Cultural Studies: theory and practice</i> (2nd edition) London: Sage Barthes, Roland (1972) <i>Mythologies</i>, London: Penguin Books Jenkins, Henry (2006) <i>Convergence Culture: where old and new media collide</i>, New York: New York University Press Ross, Karen and Virginia Nightingale (2003) <i>Media and Audiences: new perspectives</i>. Maidenhead: Open University Press Woodward, Kath (2004) <i>Questioning Identity: gender, ethnicity and class</i>. London and</p>

New York: Routledge

Part 3: Assessment

Assessment Strategy

There are two elements of assessment on this module.

1. a portfolio of short exercises (2500 words or equivalent). Students will be set assignments most weeks that will be conducted in the workshops, in directed study time and in the students' independent study time. The emphasis will be on formative assessment of work in progress, reflection on that feedback, and on the development of skills in research, description, reflection, and analysis of evidence. Assignments might include: autoethnographic diaries of media consumption; structures and drafts of the essay (element 2); close descriptions of media texts; reports on field trips (A1).

2. Students will be taken through the process of planning, researching, drafting and writing of an academic essay (1500 words) that assesses cultural-historical evidence (A2).

Formative assessment will take place throughout the module through tutor and group feedback on the portfolio assignments in workshops and in non-synchronous online feedback.

Assessment criteria:

Description: close attention to key aspects of contemporary lived media culture, detailed description of media objects in context

Research understanding: awareness of different research methods, primarily experiential and evidential, and understanding of their relevance to particular objects of study

Presentation: the presentation of ideas and findings clearly and appropriately in oral, written, and visual modes

Reflection: on development and realisation of assignments

Identify final assessment component and element	Component A, Element 2	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Portfolio of short assignments (2500 words or equivalent)	60%	
2. Essay (1500 words)	40%	
Component B Description of each element	Element weighting (as % of component)	
1.		
2.(etc)		

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Portfolio of short assignments (2500 words or equivalent)	60%	
2. Essay (1500 words)	40%	
Component B Description of each element	Element weighting (as % of component)	
1.		
2.(etc)		
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		