



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Experience and Identity				
Module Code	UPCAL5-30-1	Level	1	Version	1.2
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	ACE	Field	Cultural Industries		
Department	Arts and Cultural Industries	Module Type	Project		
Contributes towards	BA(Hons) Media Culture and Practice				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	None		
First CAP Approval Date	1 June 2012	Valid from	Sept 2012		
Revision CAP Approval Date	Sept 2014, March 2016	Revised with effect from	Sept 2016		

Review Date	Sept 2018
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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 (A2, A3) • the ability to present evidence based research, including the interpretation of cultural-historical evidence and textual analysis. (A2, A3) • the ability to undertake detailed description of media objects and texts within their everyday and historical contexts (A2 A3) • the development of academic writing and presentation skills through reflection on feedback (A3, A1, A3) • the ability to present ideas and findings clearly in written and visual modes (A2, A3)
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. 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 develop their research and enquiry through a portfolio of work (2500 words) and an essay (1500 words).The module will focus on experiential and evidential</p>

	approaches to cultural enquiry, introducing foundational research approaches																				
Contact Hours	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. 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.																				
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. Students will keep a weekly research journal. Formative and summative assessment exercises will be recorded in this journal, and students will reflect on and share their ideas and progress.'</p> <p>Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.</p> <p>Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p>																				
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table border="1" data-bbox="475 1193 1385 1585"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black; text-align: center;">30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Directed study</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">204</td> <td style="text-align: center;">24</td> <td style="text-align: center;">300</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	Key Information Set - Module data					<i>Number of credits for this module</i>				30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Directed study	Allocated Hours	300	72	204	24	300
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Reading Strategy	The module will use a key text book of which several copies will be available in the library. A module reader will contain all texts required for the workshops and assignments; and all set readings are available online through Blackboard. Library and research training will be provided in taught sessions.																				
Indicative Reading List	<p>Gauntlett, D. (2008) <i>Media, Gender and Identity: an introduction</i>, London and New York: Routledge</p> <p>Highmore, B. (2011) <i>Ordinary Lives: studies in the everyday</i>, London: Routledge</p> <p>Lovink, G.(2011) <i>Networks Without a Cause: a critique of social media</i>, Cambridge: Polity</p> <p>Storey, J. (2012) <i>Cultural Theory and Popular Culture</i>,(6th edition), Harlow: Pearson.</p>																				

Part 3: Assessment	
Assessment Strategy	<p>There are three elements of assessment on this module.</p> <ol style="list-style-type: none"> 1. Study and research skills online workbook which teaches and then assesses students' understanding of referencing procedures, using the library for research and reading academic texts. (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). 3. A portfolio of short exercises (2000 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; close descriptions and analysis of media texts; reports on field trips (A3) <p>Formative assessment will take place throughout the module through tutor and group feedback on the portfolio assignments in workshops and in nonsynchronous 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.</p>

Identify final assessment component and element		
% weighting between components A and B (Standard modules only)	A:	B:

First Sit	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
Online study and research skills workbook	20%
Short Essay (1500 words)	30%
Portfolio of short assignments (2000 words or equivalent)	50%
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)
Online study and research skills workbook	20%
Short Essay (1500 words)	30%
Portfolio of short assignments (2000 words or equivalent)	50%
Component B Description of each element	Element weighting (as % of component)
1.	
2.(etc)	
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	