



MODULE SPECIFICATION

Part 1: Information			
Module Title	Music Cultures		
Module Code	UPCNAK-30-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Cultural Studies
Department	ACE Dept of Creative & Cultural Industries		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
<p>Overview: This module examines key theoretical approaches in the analysis of the production, distribution and consumption of popular music.</p> <p>Educational Aims: Students will develop a number of transferable skills through their engagement with various theoretical perspectives and the analysis of contemporary technical and cultural developments within the music industry.</p> <p>Outline Syllabus: The module will examine popular music by thinking about questions of power and agency. Examining the historical contexts that have shaped the contemporary music industry, the module will explore the impact of technological change on shaping meaning in the production and consumption of musical forms. The module will also explore key social and cultural factors that contribute to the articulation of modes of identity, giving particular attention to issues such as class, gender, ethnicity and sexuality. This focus on identity and notions of cultural 'difference' will enable the students to consider the impact of difference, diversity and inequality on production, consumption, interactivity and engagement within the music industry and wider cultural sector.</p>

STUDENT AND ACADEMIC SERVICES

Drawing on studies produced within a range of theoretical contexts, the module includes discussion of the relationship between popular music and processes of globalisation, the impact of digital technologies on the music industry, fan cultures and subcultures. By examining the complex relationships between producers, artist and audiences of popular music, students will explore the ways in which media, communication and culture are produced and consumed in different professional and cultural contexts in everyday life, by diverse communities of interest and publics on a local and global scale.

Teaching and Learning Methods: The emphasis on individual research based on contemporary examples will enable students to develop their ability to design, plan, realise and reflect on sustained critical research projects. In developing the ability to research and analyse a range of cultural texts and artefacts (including industry reports, journalism, fan produced texts, audio-visual materials and fashion) students with help to develop flexible research skills appropriate to both further academic study and professional work in a variety of contexts.

Part 3: Assessment

Criteria: Engagement with relevant concepts and debates

Relates to learning outcomes: 1, 2, 3, 4, 5

Source of evidence: A1, B1, B2

Criteria: Relevant and focused investigation using relevant academic sources

Relates to learning outcomes: 1, 2, 3, 4, 5

Source of evidence: A1, B1, B2

Criteria: Relevant audio-visual research

Relates to learning outcomes: 4, 5

Source of evidence: B1, B2

Criteria: Structure, clarity and presentation

Relates to learning outcomes: 4, 5

Source of evidence: B1, B2

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		25 %	Essay (2,000 words)
Written Assignment - Component B		45 %	Research Essay (3,000 words)
Examination (Online) - Component A	✓	30 %	Online exam (48 hours)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		70 %	Research Essay (5,000 words)
Examination (Online) - Component A	✓	30 %	Online exam (48 hours)

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Demonstrate through sustained argument and analysis an understanding of the historical development of the popular music industry and its impact on production and consumption.	MO1
	Critically explore key debates and arguments relating notions of power, identity and agency in the creation, distribution and consumption of popular music forms	MO2
	Demonstrate the ability to understand and critically engage with the significance of theories of ideology and 'resistance' in relation to the analysis of popular music	MO3
	Develop detailed research and analysis of specific case studies within popular music which highlight practices of innovation and negotiation within the production and consumption of popular cultural forms	MO4
	The ability to situate specific examples of identity formation and negotiation relating to the field of popular music within contemporary debates surrounding agency and control within popular culture	MO5
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
	Reading List	The reading list for this module can be accessed via the following link:
https://uwe.rl.talis.com/index.html		

Part 5: Contributes Towards
<p>This module contributes towards the following programmes of study:</p> <p>Media Culture and Communication [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19</p> <p>Media and Cultural Production [Sep][FT][Frenchay][3yrs] BA (Hons) 2018-19</p>