






MODULE SPECIFICATION

Part 1: Information			
Module Title	Music Cultures		
Module Code	UPCNAK-30-3	Level	3
For implementation from	Sep 2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Media Culture and Communication BA (Hons) Media and Cultural Production (optional for both)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>This module examines key theoretical approaches in the analysis of the production, distribution and consumption of popular music. 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> <p>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.</p> <p>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. 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 will be helped to develop flexible research skills appropriate to both further academic study and professional work in a variety of contexts.</p>

Part 3: Assessment				
Criteria	Relates to learning outcomes		Source of evidence	
Engagement with relevant concepts and debates	1, 2, 3, 4, 5		A1, B1, B2	
Relevant and focused investigation using relevant academic sources	1, 2, 3, 4, 5		A1, B1, B2	
Relevant audio-visual research	4, 5		B1, B2	
Structure, clarity and presentation	4, 5		B1, B2	
Identify final timetabled piece of assessment (component and element)		A1		
% weighting between components A and B (Standard modules only)			A: 30%	B: 70%
First Sit				
Component A (controlled conditions) Description of each element			Element weighting (as % of component)	
1. Exam (2hrs)			100%	
Component B Description of each element			Element weighting (as % of component)	
1. Essay (2,000 words)			36%	
2. Research Essay (3,000 words)			64%	
Resit (further attendance at taught classes is not required)				
Component A (controlled conditions) Description of each element			Element weighting (as % of component)	
1. Exam (2hrs)			100%	
Component B Description of each element			Element weighting (as % of component)	
1. Research Essay (5,000 words)			100%	
Part 4: Teaching and Learning Methods				
Learning Outcomes	On successful completion of this module students will be able to:			
	<div><div>1.</div><div>Demonstrate through sustained argument and analysis an understanding of the historical development of the popular music industry and its impact on production and consumption. (All assessment components);</div></div> <div><div>2.</div><div>Critically explore key debates and arguments relating notions of power, identity and agency in the creation, distribution and consumption of popular music forms (All assessment components);</div></div> <div><div>3.</div><div>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 (All assessment components);</div></div> <div><div>4.</div><div>Develop detailed research and analysis of specific case studies within popular</div></div>			

	<p>music which highlight practices of innovation and negotiation within the production and consumption of popular cultural forms (B2);</p> <p>5. 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 (All assessment components).</p>																																			
Key Information Sets Information (KIS)	<table><tr><th colspan="5">Key Information Set - Module data</th></tr><tr><td colspan="5"></td></tr><tr><td colspan="4">Number of credits for this module</td><td>30</td></tr><tr><td colspan="5"></td></tr><tr><td>Hours to be allocated</td><td>Scheduled learning and teaching study hours</td><td>Independent study hours</td><td>Placement study hours</td><td>Allocated Hours</td></tr><tr><td>300</td><td>72</td><td>228</td><td>0</td><td>300</td></tr><tr><td colspan="4"></td><td></td></tr></table>	Key Information Set - Module data										Number of credits for this module				30						Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300					
Key Information Set - Module data																																				
Number of credits for this module				30																																
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																																
300	72	228	0	300																																
																																				
Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																																			
Total Assessment	<table><tr><td colspan="2">Total assessment of the module:</td><td></td></tr><tr><td colspan="2"></td><td></td></tr><tr><td>Written exam assessment percentage</td><td></td><td>30%</td></tr><tr><td>Coursework assessment percentage</td><td></td><td>70%</td></tr><tr><td>Practical exam assessment percentage</td><td></td><td>0%</td></tr><tr><td colspan="2"></td><td>100%</td></tr></table>	Total assessment of the module:						Written exam assessment percentage		30%	Coursework assessment percentage		70%	Practical exam assessment percentage		0%			100%																	
Total assessment of the module:																																				
Written exam assessment percentage		30%																																		
Coursework assessment percentage		70%																																		
Practical exam assessment percentage		0%																																		
		100%																																		
Reading List	<p>There is no single core textbook for this module, therefore access to a range of excerpts will be provided either in print or online. All further readings and viewings listed in the module handbook are available in the library or online. Students are not required to buy any audiovisual media or books for this module.</p> <p>The development of literature searching skills in Level three is supported by a Library seminar provided within the first semester. These level three skills will build upon skills gained by the student whilst studying at levels one and two. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.</p> <p>Titles to be inputted via reading list software:</p> <p>Bennett, Andy (2003) Cultures of Popular Music, Buckingham: Open University Press. Bennett, Andy and Peterson, Richard (2004) Music Scenes: Local, Translocal, and Virtual, Nashville: Vanderbilt University Press. Bennett, Andy, Shank, Barry and Toynbee, Jason (eds) (2006), The Popular Music Studies Reader, London: Routledge. Frith, Simon and Goodwin, Andrew (eds) (1990) On Record: Rock, Pop and the Written Word, London: Routledge.</p>																																			

	<p>Hesmondhalgh, David and Negus, Keith (eds) (2002) Popular Music Studies, London: Arnold.</p> <p>Laughey, Dan (2006) Music and Youth Culture, Edinburgh: Edinburgh University Press.</p> <p>George Lipsitz (1994), Dangerous crossroads: popular music, postmodernism and the poetics of place, (London: Verso</p> <p>Longhurst, Brian (2007) Popular Music and Society, Cambridge: Polity Press</p> <p>Negus, Keith (1999), Music genres and corporate cultures, (London: Routledge).</p> <p>Rose, Tricia (1994), Black noise: rap music and black culture in contemporary America, (London: Wesleyan University Press).</p> <p>Shuker, Roy (2007) (3rd edn.) Understanding Popular Music Culture, London: Routledge.</p> <p>Stratton Jon & Zuberi Nabeel (eds) (2014) Black Popular Music in Britain Since 1945, (Farnham: Ashgate)</p> <p>Whitley, Sheila (ed.) (1997) Sexing the Groove: Popular Music and Gender, London: Routledge.</p> <p>Whiteley, Sheila, Bennett, Andy and Hawkins, Stan (2008) Sonic Synergies: Music, Technology, Community, Identity, Aldershot: Ashgate.</p> <p>Wikström, Patrick (2009) The Music Industry: Music in the Cloud, Malden, MA: Polity.</p>
--	--

FOR OFFICE USE ONLY

First CAP Approval Date	21 March 2017 v1 Link to MIA			
Revision CAP Approval Date		Version	2	Link to RIA