



MODULE SPECIFICATION

Part 1: Information			
Module Title	Communications Contexts		
Module Code	UPCNHP-30-1	Level	Level 4
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		

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Part 2: Description

Overview: This module introduces students to some key concepts and methods in the study of contemporary media communications. The variety of textual, image-based and audio-visual forms of communication will be examined and situated in relation to their historical, cultural, and technological contexts of development and use.

Educational Aims: See Learning Outcomes.

Outline Syllabus: The focus will be on the contemporary media communications landscape and how the mass media age of the twentieth century has been transformed by digital media technology. Major approaches from communications and media studies will be introduced in coursework and learning resources.

Teaching and Learning Methods: In workshops and seminar group activities, students will learn and practice skills in the description and analysis of different media forms which is a basic competency for the study and practice of media and communications. The module will involve students in researching, discussing and interpreting the major broadcast and digitally produced and distributed forms of media communications, including for commercial, marketing and cultural and political uses. Drawing on their own media experience, students will produce media analysis exercises in traditional textual and in audiovisual presentation modes as well as writing a short academic essay to develop scholarly research and writing skills.

Part 3: Assessment

Analysis of Communication forms: 1500 words.

Students will identify examples of 3 forms of communication from those discussed in the module and will produce 500 word description, analysis and interpretations for each of them using the methods and concepts introduced in the module (Learning outcomes 1, 3, 5).

Research and Study Skills Questionnaire.

The questionnaire is based on a library workbook introducing university research and referencing skills for level 1 students (Learning outcomes 2, 4).

Exam (online)

Students will answer 2 questions based on course content in semester 2 (Learning outcomes 1, 2, 4, 5).

Plagiarism will be managed through online submission tools for the Communication forms: Description and Analysis and Research and Study Skills Questionnaire, and the Exam will be the controlled conditions assignment.

First Sit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	50 %	Online Exam (48 hour window)
Written Assignment - Component B		40 %	Communication forms: Description and Analysis 1500 words.
Set Exercise - Component B		10 %	Research and Study Skills Questionnaire
Resit Components	Final Assessment	Element weighting	Description
Examination (Online) - Component A	✓	50 %	Exam
Written Assignment - Component B		40 %	Communication forms: Description and Analysis 1500 words
Set Exercise - Component B		10 %	Research and Study Skills Questionnaire

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Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>An analytical and critical attention to key aspects of contemporary media communications informed by major approaches in communications and media studies.</td> <td>MO1</td> </tr> <tr> <td>The ability to conduct evidence based research on media communications forms and topics, including audiovisual research and historical evidence of technological and cultural transformation.</td> <td>MO2</td> </tr> <tr> <td>The ability to produce detailed description and analysis of different forms of media communication within their everyday contexts of use and reception.</td> <td>MO3</td> </tr> <tr> <td>The development of academic research and study skills.</td> <td>MO4</td> </tr> <tr> <td>The ability to present ideas and findings clearly and effectively.</td> <td>MO5</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	An analytical and critical attention to key aspects of contemporary media communications informed by major approaches in communications and media studies.	MO1	The ability to conduct evidence based research on media communications forms and topics, including audiovisual research and historical evidence of technological and cultural transformation.	MO2	The ability to produce detailed description and analysis of different forms of media communication within their everyday contexts of use and reception.	MO3	The development of academic research and study skills.	MO4	The ability to present ideas and findings clearly and effectively.	MO5				
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Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/index.html</p>																

Part 5: Contributes Towards	
<p>This module contributes towards the following programmes of study:</p> <p>Media Communications [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21</p> <p>Media Communications (Advertising) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21</p> <p>Media Communications (Campaigns) [Sep][FT][Bower Ashton][3yrs] BA 2020-21</p> <p>Media Communications (Public Relations) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21</p> <p>Media Communications [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21</p>	

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Media Communications [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Communications (Advertising) [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21

Media Communications (Advertising) [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Communications (Campaigns) [Sep][PT][Bower Ashton][6yrs] BA 2020-21

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