



Module Specification

Communications Contexts

Version: 2022-23, v3.0, 21 Jul 2022

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Part 1: Information

Module title: Communications Contexts

Module code: UPCNHP-30-1

Level: Level 4

For implementation from: 2022-23

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Cultural Studies

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

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.

Features: Not applicable

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.

Part 3: Teaching and learning methods

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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 An analytical and critical attention to key aspects of contemporary media communications informed by major approaches in communications and media studies.

MO2 The ability to conduct evidence based research on media communications forms and topics, including audiovisual research and historical evidence of technological and cultural transformation.

MO3 The ability to produce detailed description and analysis of different forms of media communication within their everyday contexts of use and reception.

MO4 The development of academic research and study skills.

MO5 The ability to present ideas and findings clearly and effectively.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: 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).

Online Exam (90 minutes) taken within a 48 hour window.

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.

Assessment components:

Examination (Online) - Component A (First Sit)

Description: Exam 90 minutes over 48 hours.

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO5

Set Exercise - Component B (First Sit)

Description: Research and Study Skills Questionnaire

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO4

Written Assignment - Component B (First Sit)

Description: Communication forms: Description and Analysis 1500 words.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Examination (Online) - Component A (Resit)

Description: Exam 90 minutes over 48 hours

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO5

Set Exercise - Component B (Resit)

Description: Research and Study Skills Questionnaire

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO4

Written Assignment - Component B (Resit)

Description: Communication forms: Description and Analysis 1500 words

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications (Public Relations) [Sep][PT][Frenchay][6yrs] BA (Hons)
2022-23

Media Communications (Campaigns) [Sep][PT][Frenchay][6yrs] BA (Hons) 2022-23

Media Communications (Campaigns) [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Media Communications (Campaigns) [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Media Communications (Public Relations) [Sep][FT][Frenchay][3yrs] BA (Hons)
2022-23

Media Communications (Advertising) [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Media Communications (Advertising) [Sep][PT][Frenchay][6yrs] BA (Hons) 2022-23

Media Communications (Advertising) [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Media Communications (Public Relations) [Sep][SW][Frenchay][4yrs] BA (Hons)
2022-23

Media Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Media Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Media Communications [Sep][PT][Frenchay][6yrs] BA (Hons) 2022-23

Media Communications (Campaigns) [Frenchay] BA (Hons) 2022-23

Media Communications [Frenchay] BA (Hons) 2022-23

Media Communications (Public Relations) [Frenchay] BA (Hons) 2022-23

Media Communications (Campaigns) [Frenchay] BA (Hons) 2022-23

Media Communications (Advertising) [Frenchay] BA (Hons) 2022-23

Media Communications [Frenchay] BA (Hons) 2022-23

Media Communications (Advertising) [Frenchay] BA (Hons) 2022-23

Media Communications (Public Relations) [Frenchay] BA (Hons) 2022-23

Media Communications (Campaigns) {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Media Communications (Campaigns) {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Media Communications (Public Relations) {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Media Communications (Public Relations) {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Media Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Media Communications (Advertising) {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Media Communications (Advertising) {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Media Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22