






## MODULE SPECIFICATION

Part 1: Information			
<b>Module Title</b>	Automatic Society		
<b>Module Code</b>	UPCNJ6-30-3	<b>Level</b>	3
<b>For implementation from</b>	2020-21		
<b>UWE Credit Rating</b>	30	<b>ECTS Credit Rating</b>	15
<b>Faculty</b>	ACE	<b>Field</b>	Cultural Industries
<b>Department</b>	Arts and Cultural Industries		
<b>Contributes towards</b>	BA (Hons) Media Communications		
<b>Module type:</b>	Standard		
<b>Pre-requisites</b>	Researching Media Cultures		
<b>Excluded Combinations</b>	None		
<b>Co- requisites</b>	None		
<b>Module Entry requirements</b>	N/A		

Part 2: Description
<p>This module examines the impact and significance of three related technological developments that have shaped the course of digital media and communications in the Twenty first century: automation, Artificial Intelligence (AI) and Big Data. Through workshops, seminars and lectures, and student-led research projects, students will analyse these three phenomena as drivers of digital screen-based media innovations and as technological developments subject to widespread discussion and debate concerning their impacts on society, culture, media practice and lived experience.</p> <p>Automation, AI and Big Data have played a key part in the 'disruption' of the broadcast media industry landscape with all the social, cultural, economic and political effects that have ensued. What is 'news' today? Where and how do people find out things, develop their opinions and acquire knowledge? How do we understand social relations, the negotiation of political or cultural values, the formation of identity, the scope for creative invention or critical communication in a context where artificial and automated systems play a significant role in 'thinking' for us? What are the ecological implications of big data-driven media communications? What happens military, humanitarian and other complex operations are automated? These are some of the questions this module will explore.</p> <p>There will be lectures, seminars and workshops exploring themes and processes of automation, AI and big data. Students will develop their own work investigating particular topics relevant to the module's subject area through and in-class presentation and an independent project.</p>
Part 3: Assessment
<p>There will be 2 assessment items:</p>

<p>In-class Presentation 15 minutes. Students will develop a small research investigation using appropriate media communications research methods and deliver a presentation on their research and findings, illustrated by graphic or audiovisual material as appropriate.</p> <p>Project 5000 words or equivalent. Students will develop a substantial research investigation of a topic of their choice related to the module scope and subject area. The project can be produced as a written text or as a practice-based project accompanied by a written commentary to the equivalent of 5000 words.</p> <p>Class activities and tutorial time will support project and presentation assignment development, including formative feedback on assignment proposals.</p>		
Identify final timetabled piece of assessment (component and element)		B1
% weighting between components A and B (Standard modules only)	A:	B:
	25	75
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b>
1. In-class Presentation 15 minutes		100
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b>
1. Project 5000 words (or equivalent)		100
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b>
1. Exam (seen paper) 90 minutes		100
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b>
1. Project		100
<b>Part 4: Learning Outcomes &amp; KIS Data</b>		
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a critical understanding of the significance of automation, artificial intelligence (AI) and Big Data within contemporary digital culture (A1, B1).</li> <li>2. Adapt and deploy effectively various media communications research methods for the study of automated digital objects, AI and Big Data-driven technological forms and processes (A1, B1).</li> <li>3. Contextualise the impact of automation, AI and Big Data uses in technologies on media communications, everyday life and society and politics within a theoretical framework examining the relationship between technological change and media and communications forms (A1, B1).</li> <li>4. Develop and present ideas and arguments relating to the module through oral and audiovisual means (A1).</li> </ol>	

	5. Develop, research, manage and complete an independent research project on a suitable topic (B1).																			
<b>Key Information Sets Information (KIS)</b>	<table border="1"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black;">30</td> </tr> </tbody> </table>					<b>Key Information Set - Module data</b>					<i>Number of credits for this module</i>									30
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<b>Contact Hours</b>	<table border="1"> <thead> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> <th></th> </tr> </thead> <tbody> <tr> <td>300</td> <td>72</td> <td>228</td> <td>0</td> <td>300</td> <td style="text-align: center;"></td> </tr> </tbody> </table>					Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		300	72	228	0	300				
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<b>Total Assessment</b>	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">80%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">20%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>					Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	80%	Practical exam assessment percentage	20%		100%					
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<b>Reading List</b>	<a href="https://rl.talis.com/3/uwe/lists/4853F315-B771-02EF-786D-0F84BCB9FD82.html?lang=en-GB&amp;login=1">https://rl.talis.com/3/uwe/lists/4853F315-B771-02EF-786D-0F84BCB9FD82.html?lang=en-GB&amp;login=1</a>																			

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<b>First Approval Date (and panel type)</b>	24 March 2020 UVP		
<b>Revision ASQC Approval Date</b>	<b>Version</b>	1	