



Module Specification

Automatic Society

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Part 1: Information

Module title: Automatic Society

Module code: UPCNJ6-30-3

Level: Level 6

For implementation from: 2023-24

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

Field: CULTURAL INDUSTRIES

Module type: Module

Pre-requisites: Media Culture 1: Researching Media Culture 2021-22

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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

MO1 Demonstrate a critical understanding of the significance of automation, artificial intelligence (AI) and Big Data within contemporary digital culture.

MO2 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.

MO3 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.

MO4 Develop and present ideas and arguments relating to the module through oral and audiovisual means.

MO5 Develop, research, manage and complete an independent research project on a suitable topic.

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: 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 audio-visual material as appropriate.

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.

Class activities and tutorial time will support project and presentation assignment development, including formative feedback on assignment proposals.

Assessment tasks:

Presentation (First Sit)

Description: Presentation (15 minutes)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (First Sit)

Description: Project 5000 words (or equivalent)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Presentation (Resit)

Description: Presentation (15 minutes)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)

Description: Project 5000 words (or equivalent)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Media Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

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