MODULE SPECIFICATION FORM

Module Title: **Media, Identity, and Modern Culture**	Level: 3	Credit Value: 20

Module code: HUM319	Cost Centre: GACT	JACS2 code:

Semester(s) in which to be offered: 2	With effect from: September 2013

Office use only: To be completed by AQSU:	Date approved: August 2013 Date revised: - Version no: 1

Existing/New: New	Title of module being replaced (if any): N/A

Originating Department: Creative Industries	Module Leader: Steve Kenyon

Module duration (total hours):	**200**	Status: core/option/elective (identify programme where appropriate):	A core module in the Creative Industries Foundation Year
Scheduled learning & teaching hours	70		
Independent study hours	130		

Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications (including Foundation Year) BSc (Hons) Music Technology (including Foundation Year) BSc (Hons) Sound Technology (including Foundation Year) BSc (Hons) Television Production and Technology (including Foundation Year)	Pre-requisites per programme (between levels): N/A

Module Aims.

This module will provide an introductory overview of the broad media landscape of the current Creative and Media Industries sectors, and will;

- Introduce students to historical contexts of media production.
- Provide contextual basis of media text understandings.
- Assist in developing analytical and critical thinking.

Intended Learning Outcomes

At the end of this module, students should be able to:

Knowledge and Skills:

1. Identify key elements of varied forms of media production.
2. Analyse content from a variety of media products.
3. Be prepared in engaging with the changing face of the media landscape.
4. Time manage individual and group project and assessment work.

Transferable skills are embedded in the above, and developed through the module itself, and inter-module activity. (See **Assessment 2.** below.)

Assessment

Assessments for the FDA in Creative Media Technology are designed to provide a complementary and cohesive experience across the three modules;
- Media, Identity and Modern Culture
- Intro to Creative Media Technology
- Creative media applications

Therefore the assessment types for all three modules, are ostensibly broadly similar, yet are both subject specific, and tailored to the students core abilities.

Therefore, **Initial Assessments** take the form of **progressive task-based/analytical pieces of work,** and are essentially shorter in format, designed to **build and develop skills**, whilst building up to a larger **Overarching Assignment** in place at the end of the module(s).

In Summary;

1. **Initial Assessment(s)** – Module Focused – introduced as task/assessment-based throughout module delivery.

2. **Overarching Assignment** – combining elements from all three modules, for final project.

3. *Formation of design brief and creative media product that is suitable for the media market, reflective and analytical summaries/comment.*

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 2, 3, 4	Portfolio	40%		2,000
2	1, 2, 3, 4	Group Project	60%		3,000

Learning and Teaching Strategies.

The delivery of the module will include a range of teaching methods and learning styles.

These include lectures, seminars, case studies, project work, presentations, individual and group tutorials, use of VLE – Moodle.

Indicative Syllabus

Content will include introductory contextual, historical and theoretical approaches to;

- TV
- Film
- The News
- Emergent screen-based Media

Bibliography (Relevant reading will be supplied to students as per each sub-block of study)

Castronova. E. (2007). *Exodus to the Virtual World*. New York. Palgrave Macmillan

Hamlet on the Holodeck. Murrary, (1997) J. Cambridge, Massachusetts. MIT Press.

Jenkins, Henry. (2006) *Convergence Culture*. New York and London. Portland press.

King, G. (2005). *The Spectacle of the Real*. Portland. Intellect