

Module Code:	MCT301
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Module Title:	Media Culture
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Level:	3	Credit Value:	20
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Cost Centre(s):	GACT	JACS3 code:	P300
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Faculty:	Faculty of Arts, Science and Technology	Module Leader:	Dr Stephen C. Kenyon-Owen
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Scheduled learning and teaching hours	40 hrs
Guided independent study	160 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BA (Hons) Media and Communications (with Foundation Year) SUBJECT TO VALIDATION	✓	<input type="checkbox"/>
BSc (Hons) Music Technology (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Sound Technology (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Television Production Technology (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Live Sound (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Sound Design (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Radio production (with Foundation Year)	✓	<input type="checkbox"/>
BSc (Hons) Professional Sound and Video (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Social & Cultural History (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Social & Cultural History & English (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Social & Cultural History & Creative Writing (with Foundation Year)	✓	<input type="checkbox"/>
BA (Hons) Creative Writing	✓	<input type="checkbox"/>
BA(Hons) Theatre, Television and Performance (with Foundation Year)		<input type="checkbox"/>
BA (Hons) Creative Writing & English (with Foundation Year)	✓	<input type="checkbox"/>

Pre-requisites

Office use only

Initial approval: 12/12/2018

Version no:1

With effect from: 01/09/2019

Date and details of revision:

Version no:

Module Aims

This module will provide an introductory overview of the media landscape, and will:

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

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

1	Identify key elements of varied forms of media production.	KS5	KS6
		KS9	
2	Analyse content from a variety of media products.	KS1	KS3
		KS5	KS6
		KS9	
3	Engage with the changing face of the media landscape.	KS1	KS2
		KS7	

Transferable skills and other attributes

Communication, content creation, working in teams, individual dependency, information assimilation.

Derogations

None

Assessment:

Indicative Assessment Tasks:

A portfolio of material led by discussion topics presented in-session, with sample questions presented by the tutor.

Examples of such topic areas could include:

- The changing manner of brand marketing in an increasingly digital media environment
- Representation of identity within media
- The impact of sharing spaces upon our own sense of self
- Content and the user-producer
- etc.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1-4	Portfolio	100	n/a	2,500

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.

Syllabus outline:

Content will include introductory contextual, historical and theoretical approaches to a variety of media, which may include:

- TV
- Film
- Video Game
- Music
- Emergent screen-based Media

Indicative Bibliography:

Essential reading

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

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

Other indicative reading

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

Murray, J. (1997). *Hamlet on the Holodeck*. Cambridge, Massachusetts: MIT Press.

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