# Nottingham Trent University
# Module Specification

|   | Basic module information |   |
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|   | **Basic module information** |   |
| 1 | Module Title: | Screen and Sound Media: Culture and Practice |
| 2 | Module Code: | MCLT12112 |
| 3 | Credit Points: | 20 |
| 4 | Duration: | Year Long |
| 5 | School: | Arts and Humanities |
| 6 | Campus: | Clifton |
| 7 | Date this version first approved to run: | September 2012 |

| 8 | **Pre, post and co-requisites:** |
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These are modules that you must have studied previously in order to take this module, or

modules that you must study simultaneously or in a subsequent academic session

| Pre, Co, Post | Module Code | Module Title |
|---|---|---|
| Co | MCLT13011 | Understanding Media and Culture |

| 9 | **Courses containing the module** |
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| Level | Core/Option | Mode | Code | Course Title |
|---|---|---|---|---|
| 1 | Core | FT | HUMA007 | BA (H) Communication & Society and Media |
| 1 | Core | FT | HUMA015 | BA (H) English and Media |
| 1 | Core | FT | HUMA022 | BA (H) European Studies and Media |
| 1 | Core | FT | HUMA032 | BA (H) Global Studies and Media |
| 1 | Core | FT | HUMA037 | BA (H) History and Media |
| 1 | Core | FT | HUMA041 | BA (H) Linguistics and Media |
| 1 | Core | FT | HUMA043 | BA (H) Media and International Relations |
| 1 | Core | FT | HUMA044 | BA (H) Media and Philosophy |
| 1 | Core | FT | HUMA047 | BA (H) Media and Film & TV |
| 1 | Core | SW | MODL013 | BA (H) French and Media |
| 1 | Core | SW | MODL026 | BA (H) German and Media |
| 1 | Core | SW | MODL038 | BA (H) Italian and Media |
| 1 | Core | SW | MODL057 | BA (H) Spanish and Media |

| 10 | **Overview and aims** |
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Whether it is watching clips of old television on *YouTube* or listening to music on a mobile device your experience of the media is often through screens and sounds. This module is about screen and sound as two of the fundamental ways in which we experience and come in to contact with the media from the reception of media (e.g. what is entertainment, live television, how do we 'feel' dance music?) to the technologies that produce media (e.g. electronic images, cinema, mobile media, domestic media technologies). *Sound and Screen Media* will introduce you to key readings in media studies that place particular emphasis on those screen and sound media experiences as forms, cultures, technologies, and practices.

As a level one introductory module *Sound and Screen Media* you will engage with key theories and debates relating to the module theme as a way of getting you familiarised with scholarly texts and academic language as early as possible. You will learn how to read such texts, how to interpret them, and how to apply them. Using key readings drawn from media or in which a screen and sound media forms, cultures, and technology are the case study, you will develop core skills that complement future studies at level two and three, and through the *media project* strands in the second half, be prepared for media theory and media practice options at level two.

The aims of the module are:

- To introduce you to key readings in media that focus on the screen and sound as forms, cultures, and technologies

- To enable you to read, interpret, and apply theoretical, analytical and debate driven texts.

- To develop your analytical and interpretative skills in screen and sound media.

- To gain foundational knowledge and expertise by undertaking [a] an introductory media research project OR [b] an introductory media practice project.

To work individually and in groups.

| 11 | **Module content** |
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The module is organised in two blocks.

Block 1 **Screen and Sound: Texts, Forms, and Cultures**

In the first half of the module you will be introduced to a key written media text each week drawn from both canonical and less well-known sources. These key texts will focus on either screen or sound media, for example television or popular music, and will be examined both in the lecture and seminar. The first block will follow a pattern in which in the lecture the text's argument, the context in which it was written, and the key points are explored. This is then followed by a seminar in which the text is applied and/or further debated.

Block 2 **Research and Practice Project**

In the second half of the module you will opt to do a group project that is in one of two areas, *media research* or *media practice*.

- **Media Research Project** – In the media research project, you devise a group research project on the theme of 'media *as technology*' that is supported by workshops on doing research, in conjunction with research skills, and by group supervision sessions.

**Media Practice Project** – Through the media practices group project you will create a short group video and an individual written critical reflection. The *media practice project* will enable you to develop the necessary technical and practical skills in media literacy and video production in addition to developing an awareness of the relationship between theory and practice. The *media practice project* will enhance, develop, and create a solid platform from which you will develop more complex and challenging practical work at Levels 2 and 3. The media practice project is <u>an</u>

essential requirement for further media practice study at level 2 and 3.

| 12 | **Indicative reading** |
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Dyer, Richard (1992) *Only Entertainment*. London, Routledge.

Gilbert, Jeremey and Ewan Pearson (1999) *Discographies: Dance Music Culture and The Politics of Sound*. London, Routledge.

Gray, Jonathon (2008) *Television Entertainment*. London and New York, Routledge.

Irving, D.K. and Rea, P.W (2006) *Producing and Directing the Short Film and Video*. Focal Press.

Moores, S. (2000) *Media and Everyday Life in Modern Society*. Edinburgh: Edinburgh University Press.

Smith, Jacob (2008) *Vocal Tracks: Performance and Sound Media*. Berkeley, University of California Press.

| 13 | **Learning outcomes** |
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Learning outcomes describe what you should know and be able to do by the end of the module

Knowledge and understanding. After studying this module you should be able to:

- Demonstrate familiarity with and be able to explain theories and debates in media studies.
- Identify and articulate ways of interpreting and analysing screen and sound media texts.
- Demonstrate a basic understanding of the processes underlying doing media research. *(media research project only)*
- Demonstrate a level of media literacy and use it in the context of media project work. (*media practice project only*)
- Use a range of basic technical skills in media production. (*media practice project only*)

Skills, qualities and attributes. After studying this module you should be able to:

- Demonstrate a developing ability to formulate logical and coherent arguments in written or verbal form.
- Demonstrate a developing ability to understand, explore and evaluate new arguments.
- Demonstrate an ability to design and sustain a research project and write up a project in a scholarly form appropriate to the field of study (*media research project only).*
- Demonstrate an ability to design and execute a practice project in video and write up a critical reflection in a scholarly form appropriate to the field of study (*media practice project only).*
- Demonstrate a developing capacity to work individually and collaboratively Demonstrate competent IT skills appropriate to the module.
- Demonstrate developing resourcefulness, self-motivation and time-management.

| 14 | **Teaching and learning** |
|---|---|

*Range of modes of direct contact*

This indicates the range of direct contact teaching and learning methods used on this module,

e.g. lectures, seminars

The module will be taught in the first half through lectures and seminars and in the second half through lectures and workshops.

Total contact hours: 52

*Range of other learning methods*

This indicates the range of other teaching and learning methods used on this module, e.g.

directed reading, research

The module emphasises directed reading as an important aspect of the module as a whole and guidance and advice will be disseminated through e-learning and the NOW page.

The Media Projects Technician will also be available and when appropriate be able to assist with technical aspects of project development and delivery in the MP Labs.

Total non-contact hours: 148

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| 15 | **Assessment methods** |
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This indicates the type and weighting of assessment elements in the module

| Element number | Weighting | Type | Description |
| --- | --- | --- | --- |
| 1 | 40% | Class Test | 1 Hour seen paper |
| 2 | 60% | Coursework | Group Research Project which is either 1) a media research project OR 2) A Media Practice Project |

**Diagnostic/formative assessment**

This indicates if there are any assessments that do not contribute directly to the final module

mark

Students will be given formative feedback on exercises carried out in the seminars and workshops.

**Further information on assessment**

This section provides further information on the module's assessment where appropriate

In the seen class test students will be given an extract of writing in advance which will be the basis of the test.

In the media research project this is a combination of a 10-15 min group presentation with a written group research project equivalent in length to 1000 words per group member.

In the media practices project the group will produce a short video and an individual

critical reflection of 1000 words.

| | **Document management** | | |
|---|---|---|---|
| 16 | Module Title: | Screen and Sound Media: Culture and Practice | |
| 17 | Module Code: | MCLT12112 | |
| 18 | Subject (JACS) Code | P300 | |
| 19 | Cost Centre | 145 | |
| 20 | School: | AAH | |
| 21 | Academic Team | ECM | |
| 22 | Campus | 2 (Clifton) | |
| 23 | Other institutions providing teaching | *Please complete in box 23 a-d - if applicable* | |
| | | Institution | % |
| 23a | Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU | | |
| 23b | Other public organisation in the UK- Percentage not taught by NTU | | |
| 23c | Other private organisation in the UK - Percentage not taught by NTU | | |
| 23d | Any other Non-UK organisation - Percentage not taught by NTU | | |
| 24 | Date this version was formally approved by SASQC/DAG: | | |