Nottingham Trent University
Module Specification

	Basic module information	
1	Module Title:	Understanding Media and Culture
2	Module Code:	MCLT13011
3	Credit Points:	40
4	Duration:	Year Long
5	School:	Art and Humanities
6	Campus:	Clifton
7	Date this version first approved to run:	March 2011

8	**Pre, post and co-requisites:**
	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

9	**Courses containing the module**				
	Level	Core/Option	Mode	Code	Course Title
	1	Core	FT	MCLT101	BA (H) Media with pathways
	1	Core	PT	MCLT102	BA (H) Media with pathways
	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**

Who owns the media? How is gender represented in men's and women's magazines? What effects do film, TV or video games have on people? These are just some of the questions we will explore on this module, which provides a foundation for degree-level studies in Media.

One of the assumptions underpinning the syllabus – and, indeed, the Media curriculum at NTU – is that, if we are really to get to grips with the complex nature of contemporary media, then we need to think about how our engagements with media forms sit in relation to broader cultural and social processes. The module explores media production and regulation, questions about representation and identity, and the way in which media forms are consumed. Rather than maintaining a narrow focus on media texts and institutions, however, we will interrogate the place of media in culture and society more generally. In doing so, you will be introduced to the principal theories, concepts and approaches you will encounter as your engagement with the subject progresses.

The principal aims of the module are:
- To introduce the key critical debates which inform media and cultural studies as an interdisciplinary area of study
- To locate such key debates within the relationships between appropriate media and cultural institutions, forms and practices
- To establish an awareness of the national and global contexts in which media institutions, forms and practices operate
- To introduce students to key methods of textual analysis
- To explore questions of representation and identity, and relationships between taste, pleasure, control and power
- To explore some of the ethical and political issues which inform debates associated with media and cultural studies
- To introduce students to the study skills and research skills they will need to develop as undergraduate students

11	**Module content**

The module is organised around the five stages of Paul du Gay's 'circuit of culture', preceded by an introductory block:

Block A: introducing media and culture
The circuit of culture
What is media?

What is culture?

Block B: representation
Introducing representation
Semiotics
Ideology
Analyzing ideology

Block C: identity
'Race'
Class
Gender
Sexuality

Block D: production
Political economy of the media
Media ownership and control
Global culture?
Tracking audiences

Block E: regulation
Moral panics
Government, the state and the media

Block F: consumption
Analyzing consumption
Media effects
Researching audiences

This syllabus covers the key foundational concerns of media and cultural studies. You will study each topic in the light of specific institutions, media forms, texts and practices. These might vary from year to year in order to ensure that the module remains up to date in terms both of changes in the world of media and of newly published academic work.

12	**Indicative reading**

- Albertazzi, D. and Cobley, P. (eds) (2010) *The Media: An Introduction* (3rd edn), Harlow: Pearson.
- Barker, C. (2000) *Cultural Studies: Theory and Practice*. London: Sage.
- Branston, G. and Stafford, R. (2010) *The Media Student's Handbook* (5th

edn) London: Routledge

- Couldry, N. (2000) *Inside Culture.* London: Sage.
- Lewis, J. (2002) *Cultural Studies: The Basics.* London: Sage.
- Long, P. and Wall, T. (2009) *Media Studies: Texts, Production and Context*, Harlow: Pearson.
- Moores, S. (2005) *Media Theory*, London: Routledge
- Storey, J. (2006) *Cultural Theory and Popular Culture: An Introduction.* London: Prentice Hall.
- Storey, J. (ed.) (2006) *Cultural Theory and Popular Culture: A Reader* (3rd edn), Harlow: Pearson.

Strinati, D. (2004) *An Introduction to Theories of Popular Culture* (2nd edn) London: Routledge.

13	**Learning outcomes**

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:

- Understand and apply the fundamental concepts of media and cultural studies
- Analyse a range of media and cultural forms
- Address questions about media production, regulation and consumption
- Show knowledge of the key debates in the subject, and begin to build a critical, personal position in relation to these debates

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

- Show foundational competence and confidence in the use of library and IT resources to include eSearch, word processing, email and internet
- Display preliminary competence in independent learning strategies
- Display preliminary competence in study skills and research skills
- Communicate effectively both orally and in writing
- Be resourceful and self-motivated in approaching your academic work and display sound time -management skills
- Demonstrate the module's learning outcomes when examined under timed conditions and thus show deeper learning and familiarity with the curriculum
- Plan research, and produce academic writing, appropriate to the field of media and cultural studies, that demonstrates achievement of the module's learning outcomes

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 interactively, incorporating elements of lecture, screening, seminar, workshop and smaller group/individual discussion as appropriate to group size and teaching personnel.

Total contact hours: 78

Range of other learning methods

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

Reading material relevant to each topic will be made available on NOW, but you will also be encouraged as the module proceeds to become increasingly resourceful in researching independently both reading and other study materials.

Total non-contact hours: 322

15	**Assessment methods**			
	This indicates the type and weighting of assessment elements in the module			
	Element number	Weighting	Type	Description
	1	40%	Coursework	series of short answer questions designed to assess your grasp of the early weeks of the module
	2	60%	Essay	1500 Word Essay

Diagnostic/formative assessment

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

Participation and engagement in seminar work and workshops on a group and an individual basis

Further information on assessment

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

Document management

16	Module Title:	Understanding Media and Culture
17	Module Code:	MCLT13011
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:		