

Nottingham Trent University

Module Specification

Basic module information		
1	Module Title:	Theorising media and culture
2	Module Code:	MCLT20112
3	Credit Points:	20
4	Duration:	First half-year
5	School:	Arts and Humanities
6	Campus:	Clifton
7	Date this version first approved to run:	September 2013

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

<u>Pre, Co, Post</u>	<u>Module Code</u>	<u>Module Title</u>
Pre	MCLT13011	Understanding Media and Culture

9 **Courses containing the module**

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
2	CORE	FT	MCLT101	BA (H) Media with pathways
2	CORE	PT	MCLT102	BA (H) Media with pathways
2	CORE	FT	HUMA007	BA (H) Communication & Society and Media
2	CORE	FT	HUMA015	BA (H) English and Media
2	CORE	FT	HUMA022	BA (H) European Studies and Media
2	CORE	FT	HUMA032	BA (H) Global Studies and Media
2	CORE	FT	HUMA037	BA (H) History and Media
2	CORE	FT	HUMA041	BA (H) Linguistics and Media
2	CORE	FT	HUMA043	BA (H) Media and International Relations
2	CORE	FT	HUMA044	BA (H) Media and Philosophy
2	CORE	FT	HUMA047	BA (H) Media and Film & TV
2	CORE	SW	MODL013	BA (H) French and Media
2	CORE	SW	MODL026	BA (H) German and Media
2	CORE	SW	MODL038	BA (H) Italian and Media
2	CORE	SW	MODL057	BA (H) Spanish and Media

10 Overview and aims

This core module substantially develops and extends students' familiarity with key issues in and theoretical approaches to the study of media and culture.

The module will explore a range of perspectives pertaining to the production, circulation and consumption of a variety of media forms ranging from long-established formats such as television and the press to the rapidly-innovating field of digital media. Theoretical perspectives will thus as appropriate draw upon canonical texts from the discipline as well as more recent work that engages with the social and cultural implications of these later developments. Issues addressed will thus range from, for instance, representations of key notions for the creation of identity (such as gender or neoliberal portrayals of lifestyle) in television programmes and in other media forms, to the internet as a mediating system in the development of alternative identities and social forms.

11 Module content

Material will be structured into two clusters centering on key perspectives and debates in the study of media and culture.

One cluster will focus upon on popular media texts and their implicit meanings, and on a range of theories considering how such texts are consumed in the course of the production of identity. Typical block titles include *The Politics of Popular Culture*; *Mediating the Nation*; and *The Media and Everyday Life*.

A second cluster will examine some major institutions responsible for media production and regulation, focusing on the press, television and the internet. It will also explore the changing dynamics of media production and consumption facilitated by digital media and digital communications, including consequent reassessments of, for instance, the nature of cultural creativity, and of contemporary instances of social activism. Typical block titles include *Key Issues in Media Production and Regulation*, and *Digital Media, Cultural Creativity and Citizenship*.

12 Indicative reading

Barker, Chris (2008) *Cultural Studies: Theory and Practice*. London, Sage.

Consalvo, Mia and Charles Ess (eds) (2011) *The Handbook of Internet Studies*. Malden, MA, Wiley-Blackwell.

Couldry, Nick et al (eds) (2010) *Media Events in a Global Age*. London, Routledge.

Dwyer, Tim (2010) *Media Convergence*. Maidenhead, Open University Press.

Ross, Karen and Virginia Nightingale (2003) *Media and Audiences: New Perspectives*. Maidenhead, Open University Press.

Taylor, Paul A. and Jan Ll. Harris (2008) *Critical Theories of Mass Media: Then and Now*. Maidenhead, Open University Press.

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:

- Identify and articulate a range of theoretical perspectives appropriate to the study of media and culture
- Show critical awareness of a range of key issues relating to the production, circulation and consumption of a variety of media forms
- Analyse the historical context of different media forms and their role in facilitating identity formation as well as social and cultural change
- Show developing knowledge of the media and culture industries and cultural intermediaries

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

- Demonstrate developing ability to formulate logical and coherent arguments
- Demonstrate the ability to understand, explore and evaluate theoretical arguments and apply them to concrete examples.
- Demonstrate developing written communication skills
- Demonstrate resourcefulness, self-motivation and time-management
- Demonstrate developing research, analytical, and interpretative skills

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

Lecture and seminar

Total contact hours: 39

Range of other learning methods

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

Further reading and e-learning will be made available on NOW

Total non-contact hours: 161

15 **Assessment methods**

This indicates the type and weighting of assessment elements in the module

<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description</u>
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1	100%	Portfolio	Portfolio of 4 x 500 word 'critical reflections' aligning media theory with student-sourced illustrations (including 'case studies') illuminating applied understanding of media theory texts.
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			
Essay length 2000 words			

Document management	
16	Module Title: Theorising media and culture
17	Module Code: MCLT20112
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 <i>Please complete in box 23 a-d - if applicable</i>
	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:

