1. **Title of the module**

ARTS3010 (ART301) Media and Meaning

1. **School or partner institution which will be responsible for management of the module**

School of Arts

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 4

1. **The number of credits and the ECTS value which the module represents**

30 credits (15 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

BA Media Studies

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 Demonstrate an introductory understanding of how narrative processes, generic forms, and modes of representation at work in a wide variety of media forms.

8.2 Demonstrate an introductory understanding of the ways in which specific media and their technologies make different kinds of aesthetic effects and forms possible.

8.3 Demonstrate an introductory understanding of some major thinkers, debates and key texts relevant to how meaning is communicated through various media forms.

8.4 Demonstrate an introductory understanding of how aesthetic and formal qualities contribute to the creation and communication of meaning.

8.5 Demonstrate an introductory understanding of key concepts of how meaning is created and communicated, including narrative, genre, style, form and rhetoric.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 Critically analyse a wide range of reading material.

9.2 Demonstrate effective oral and/or written communication skills, focusing upon the cogency, structure and presentation of an argument.

9.3 Use information technology appropriate, including in the preparation of properly referenced work.

1. **A synopsis of the curriculum**

This module introduces students to the ways in which meaning is created and communicated across various media. The primary focus will be upon a range of key concepts, such as narrative, narration, form, genre, style, and how the understanding of these across various media helps to explain how meaning is created and embodied within a medium. Media are therefore studied in this module as a means for the transmission of meaning that shape and constrain what can be communicated and how.

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Carroll, N. (1998). A Philosophy of Mass Art, Oxford: Oxford University Press

Bordwell, D. (1991). Making Meaning, Cambridge, MA: Harvard University Press

Dubrow, H. (1982) Genre, London: Methuen

Lang, B. (1990). The Concept of Style, 2nd edition, Ithaca: Cornell University Press

Levinson, J. (2002) The Oxford Handbook of Aesthetics, Oxford: Oxford University Press

Walton, K. (1990). Mimesis as Make-Believe, Cambridge: Harvard University Press

1. **Learning and teaching methods**

Total contact hours: 48

Private study hours: 252

Total study hours: 300

1. **Assessment methods**
   1. Main assessment methods

Critical Essay (2000 words) (40%)

Digital Portfolio (30%)

Examination, 2 hour (30%).

13.2 Reassessment methods

Reassessment Instrument: 100% coursework.

1. ***Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)***

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| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| **Private Study** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *lecture* | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| *seminar* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |
| *Essay* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Digital Portfolio* | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |
| *Exam* | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

This module examines global media industries – i.e. networks, organisations and corporations that are international and globalised. In addition, the theorists used to understand and critically engage with come from a variety of European and World cultures.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Jan 2018