## Module CatalogueArts, Media and CommunicationUndergraduate Exchange 2024/5Semester 1

| **Module Code** | **Module Name** | **Level** | **Semester** | **UK Credit Value** | **Credit Equivalency** |
| --- | --- | --- | --- | --- | --- |
| **Contemporary Media Practice** |
| 4MEST001W | [Introduction to Contemporary Media Practice](#4MEST001W) | 4 | Semester 1 | 40 | US Credits 8 / ECTS credits 20\* |
| 5MEST001W | [Media Frontiers](#5MEST001W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MEST002W | [Critical Perspectives on Media](#5MEST002W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MEST005W | [Transmedia Practices](#5MEST005W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MEST006W | [Scriptwriting For Media](#5MEST006W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Digital Media** |
| 4MECM003W | [Digital Media and Society](#4MECM003W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MECM001W | [Theories of Media and Communication](#5MECM001W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MECM003W | [Internet Cultures](#5MECM003W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MECM006W | [Stories, Updates, Feeds: Multiplatform News](#5MECM006W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MECM007W | [Consumer Culture and Society](#5MECM007W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MECM012W | [Design Thinking applied to Media and Communication practice](#5MECM012W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MECM017W | [Specialist News and Features](#5MECM017W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6MECM004W | [Data and Society](#6MECM004W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6MECM005W | [Media Law, Regulation and Ethics](#6MECM005W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 6MECM008W | [Diversity and the Media](#6MECM008W) | 6 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Film** |
| 5FMST001W | [Screen 2: Identities: Race, Class and Gender in Film and Television](#5FMST001W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **London Studies** |
| 4FIAR007X | [Modern Art in London](#4FIAR007X) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| **Mixed Media Fine Art** |
| 4FIAR001W | [Introduction to Mixed Media Fine Art Practice](#4FIAR001W) | 4 | Semester 1 | 40 | US Credits 8 / ECTS credits 20\* |
| **Music** |
| 4CTAD001W | [Creativity and Collaboration](#4CTAD001W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 4MUPR007W | [Music Production Fundamentals](#4MUPR007W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 4MUSH006W | [Artist Development in Practice](#4MUSH006W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5MUMA003W | [Music Marketing and Branding](#5MUMA003W) | 5 | Semester 1 | 20 | US Credits 8 / ECTS credits 20\* |
| **Television Production** |
| 4TVPR006W | [Switch On: Key Concepts in TV](#4TVPR006W) | 4 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5TVPR001W | [TV Advertising and Branded Content](#5TVPR001W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5TVPR008W | [Going Live! -TV studio production](#5TVPR008W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |
| 5TVPR010W | [TV Narratives: Traditions and Innovations](#5TVPR010W) | 5 | Semester 1 | 20 | US Credits 4 / ECTS credits 10\* |

\* All transcripts are issued in UK credits. Please note the recommendation of a 4 US credit value equivalency is provided as guidance. Final credit values for all modules for US students are decided by your home institution and will be dependent on its credit transfer policies.

## Contemporary Media Practice

### Introduction to Contemporary Media Practice

[**Module Code: 4MEST001W**](#4MEST001W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 40**

**Equivalent Credit Value: US Credits 8 / ECTS credits 20\***

Portfolio required.
This module establishes the interrelationship between media theory and practice by introducing social and conceptual frameworks that underpin creativity in the contemporary media industries. This interconnectedness is reflected in the assessment structure, comprising a Written Essay (30%) to be chosen from a series of questions, followed by a Visual Essay (70%) based on the themes and debates addressed across the module. As such, the module also develops both key academic and creative skills for critical research and analysis.
**Assessment:** Coursework Practical (70%), Essay (30%)
\*All transcripts are issued in UK credits.

### Media Frontiers

[**Module Code: 5MEST001W**](#5MEST001W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

Portfolio required.
The frontiers of contemporary media practice increasingly disregard the distinctions between traditional media disciplines, and this module aims to engage you in exploring these frontiers. Intermediate and advanced workshops in all course media will be offered to support your projects. You will be asked to identify your own production methods in relation to this spread of media.
**Assessment:** Coursework (100%)
\*All transcripts are issued in UK credits.

### Critical Perspectives on Media

[**Module Code: 5MEST002W**](#5MEST002W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

The module explores key critical theories of media and culture, and their impact upon current media practices. You will consider ideas applicable across current media, and will then work within media specific lecture and seminar strands (typically moving image, photography and interactive media) to develop an informed critical response to your own practice, principally the Media Frontiers Project.
**Assessment:** Essay (100%)
\*All transcripts are issued in UK credits.

### Transmedia Practices

[**Module Code: 5MEST005W**](#5MEST005W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

Portfolio required.
This module allows you to engage with the methods and concerns of wider media traditions associated with courses in the Transmedia Cluster. You select one area to explore in depth, with choices reflecting current practices in core disciplines from the cluster, as well as some related disciplines. You work with the selected media, applying also your prior skills and experience from your own discipline.
**Assessment:** Project (100%)
\*All transcripts are issued in UK credits.

### Scriptwriting For Media

[**Module Code: 5MEST006W**](#5MEST006W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

Portfolio required. Portfolios should consist of written work in script or creative writing mode.
This module enables you to gain practical experience and a theoretical understanding of the processes involved in writing a short script for film, and by extension for wider audio-visual media. The role of the writer and these writing processes are placed within a professional framework and the specific practices of writing for media differentiated from other forms of writing (e.g. journalistic, literary).
**Assessment:** Coursework (100%)
\*All transcripts are issued in UK credits.

## Digital Media

### Digital Media and Society

[**Module Code: 4MECM003W**](#4MECM003W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***An overall IELTS score of 6.5 is required with a minimum 6.0 in Writing and Speaking.***
This module introduces key debates concerning the social, political, economic and technological significance of the changing digital media industries.It aims to provide an understanding of the relationship between society and digital media. By exploring key concepts such as structure, agency, power, representation and communication this module will question how digital media shape our interactions and experiences, how they change institutions (both social and industrial) and what the effects of this are on the changing digital media landscape. We will equip students with knowledge and critical understanding of the key features of contemporary digital media environments.
**Assessment:** Coursework Practical (30%), Coursework (20%), Essay (50%)
\*All transcripts are issued in UK credits.

### Theories of Media and Communication

[**Module Code: 5MECM001W**](#5MECM001W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing and Speaking***
The module provides a comprehensive introduction to the theories that have informed our thinking on media and communication. It covers a range of theoretical approaches in a loosely historical sequence, showing the development of theoretical reflection around the media and the interconnections between different ideas. Drawing on contemporary examples, the module encourages students to use these theoretical tools to reflect on current developments in media and communication. These may include, for instance, social media surveillance, the discourses and ideologies promoted by the news, radio and television, or the role of digital media in contemporary propaganda techniques.
**Assessment:** Essay (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Internet Cultures

[**Module Code: 5MECM003W**](#5MECM003W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing and Speaking***
This module provides a conceptual and practical understanding of the development, significance and contemporary uses of social media, and grounds these within histories of the internet and internet cultures. It encourages learners to engage in both critical analysis and reflective practice in the networked digital media environment. Learners will critically engage with key ideas surrounding internet technologies and industries, and with the social and cultural dimensions of internet use in the social media environment.
**Assessment:** Portfolio (50%), Essay (50%)
\*All transcripts are issued in UK credits.

### Stories, Updates, Feeds: Multiplatform News

[**Module Code: 5MECM006W**](#5MECM006W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing and Speaking***
Portfolio required.
This module is an introduction to core journalism skills that students will use wherever they end up working in the media but particularly if they build careers as journalists. It develops the journalistic skills students gain at Level 4 but focuses on research, reporting, writing and storytelling news in particular. The demands of particular platforms are considered – the differences between online (web and mobile), broadcast and print for example – but overall the module focuses on similarities across formats and on story types and genres that work across platforms. Students learn how to identify and find news stories, how to research and report them, how to fact check and verify material. They will develop interviewing skills and learn how to work with press offices, PRs and official sources. Lessons cover both online research and fieldwork and introduce students to the legal and ethical constraints which inform their work as journalists. The core of the module will focus on writing – from short form breaking news and social media updates to longer news pieces.
**Assessment:** Coursework (30%), Portfolio (70%)
\*All transcripts are issued in UK credits.

### Consumer Culture and Society

[**Module Code: 5MECM007W**](#5MECM007W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing and Speaking***
This module helps students develop a critical understanding of the consumer as a key figure in capitalist society, by drawing on different analytical approaches including political economy, cultural studies and feminist theory. The module analyses themes such as choice, surveillance, resistance, consumption management, and self-policing. It aims to make sense of the function that promotional industries (advertising, marketing communications, PR) play within late capitalist democracy, and in the context of global and national crises (environmental, financial, social, political). It introduces the student to key theoretical ideas from social and critical theory, political economy and political philosophy, and encourages the student both to reflect on their personal and professional experience, and to apply ideas discussed in the module to real world problems and examples. It aims to develop the student’s ability to critique the function, practices and dominant narratives of promotional communication.
**Assessment:** Presentation Group (50%), Essay (50%)
\*All transcripts are issued in UK credits.

### Design Thinking applied to Media and Communication practice

[**Module Code: 5MECM012W**](#5MECM012W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing and Speaking***
This module introduces students to the challenges of an increasingly complex world where design thinking, and processes can contribute to more positive, inclusive and sustainable outcomes. This course encourages students to think critically about their circumstances and their responsibilities as communicators to serve the best interests of the future of our planet. As communicators and citizens, we must assume a greater role in rethinking, pursuing, creating and achieving smarter, more practical, and less wasteful approaches to our practical needs.
**Assessment:** Presentation Group (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Specialist News and Features

[**Module Code: 5MECM017W**](#5MECM017W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing and Speaking***
Portfolio required.
This module introduces students to the knowledge, skills and techniques needed to be a specialist writer/reporter and looks more generally at the role of specialist journalism in the modern media. It is designed to build on the basic storytelling and content creation skills students gained at Level 4 and the more specific journalistic skills developed in the first half of Level 5. Students build on the latter in particular to develop the more specific techniques required to cover different ‘beats’. The module allows students to explore different specialist areas – Fashion Journalism, International News, Travel Journalism, Arts and Entertainment Journalism, Finance and Business Journalism and Sports Journalism. Students choose to specialise in one of the areas and learn about the different story types and formats of particular specialist beats. They are introduced to the different sources specialist journalists work with – in particular PRs and press offices. They learn about the way online technologies and social media have changed the work of specialist journalists. They also consider the changing markets for specialist writing.
**Assessment:** Portfolio (30%), Portfolio (70%)
\*All transcripts are issued in UK credits.

### Data and Society

[**Module Code: 6MECM004W**](#6MECM004W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing and Speaking***
Level of English required for non-native English speakers: IELTS equivalent of 6.5
The aim of this module is to lay the theoretical and conceptual foundations for understanding and investigating how digital data and society intersect. The module engages with key critical debates surrounding the rise of datafication – the tendency of turning many aspects of everyday life into data and how information is increasingly realised as a new form of value. It introduces critical data studies and analyses a broad range of digital data practices and how they shape and are shaped by socio-cultural, economic and political factors. Students will be introduced to key concepts and theoretical frameworks from an interdisciplinary perspective, apply them to different contexts and case studies, and engage with those through a combination of lectures, interactive seminars and independent study. The assessment consists of a data project as well as a written assignment.
**Assessment:** Coursework (50%), Coursework (50%)
\*All transcripts are issued in UK credits.

### Media Law, Regulation and Ethics

[**Module Code: 6MECM005W**](#6MECM005W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing and Speaking***
Level of English required for non-native English speakers: IELTS equivalent of 6.5
This module covers the essential knowledge of law, regulation and ethics that apply to journalistic work. It sets out to help students understand the English legal system and how the legal environment affects the rights, duties and practices of journalists and media workers in general. The module explores key concepts (defamation, copyright, obscenity, privacy, breach of confidence, contempt of court) and looks more generally at restrictions placed on freedom of expression by the law. Students look at the different ethical codes and regulatory structures that apply to journalists and media workers in the post-Leveson landscape and are encouraged to critique legal and extra-legal controls on journalism and freedom of expression, with particular reference to the Human Rights Act and the impact of decisions from the European Courts. Whilst the focus of the module is on the UK, students are also encouraged to look at the international context and will have the opportunity to do a comparative analysis of legal systems and regimes where appropriate.
**Assessment:** Essay (60%), Examination - online (40%)
\*All transcripts are issued in UK credits.

### Diversity and the Media

[**Module Code: 6MECM008W**](#6MECM008W_return)

**Level 6**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing and Speaking***
Level of English required for non-native English speakers: IELTS equivalent of 6.5
This module enables students to gain a critical understanding of the main theories and debates on race, multiculturalism, representation, citizenship, and the political and social contexts of reporting on or discussing diversity. It builds on key concepts from social, political and media theory. Taking both a theoretical and historical approach, the module investigates why certain groups in the society were included in, or excluded from the mainstream, demonised or praised and what the role of institutions, opinion leaders and media of all sorts was in these societal developments. The module offers an innovative mix of theory and practice and not only looks at traditional and digital media but also other cultural forms (the syllabus may at times include campaigning, advertisements, film and museums), to discuss how various cultural products impact the understanding of diversity. Recent political developments and case studies will be discussed. The seminars mostly feature interactive and creative tasks that stimulate multi-perspective, problem-based learning and students will be assessed via practical media work as well as a more traditional academic essay.
**Assessment:** Coursework (40%), Coursework (60%)
\*All transcripts are issued in UK credits.

## Film

### Screen 2: Identities: Race, Class and Gender in Film and Television

[**Module Code: 5FMST001W**](#5FMST001W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing***
This module takes an intersectional approach to race, ethnicity, gender and class in film and TV. The module will pay attention to the interconnected nature of these identities. We will look at how they shape lived experiences of people and how moving images participate in this process. We will explore how film reproduces or subverts existing norms and privileges, and discuss topics such as gender, sexuality, diversity, agency, tokenism, LGBTQI representation, critical race theory and whiteness. These terms will be discussed in relation to each other rather than mutually exclusive debates. We will also think about the film form during our classes. Examples we will be looking at will include variety of approaches to the question of identities but also different genres, including discussion on essay film. Discussions on essay film help students formulate their responses in a video essay format. Our emphasis will be on close textual analysis of films in relation to theoretical debates while paying close attention to social and historical contexts where relevant.
**Assessment:** Coursework (40%), Coursework (60%)
\*All transcripts are issued in UK credits.

## London Studies

### Modern Art in London

[**Module Code: 4FIAR007X**](#4FIAR007X_return)

**Level 4**

**Semester 1**

**Location: Cavendish**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***Dis-requisite: This module cannot be taken with 4ELIT010X Art and Society.***
Modern Art in London offers a unique opportunity to explore London through the art displayed in museums and galleries across the capital. Weekly gallery visits and lectures explore a Modern Art historical survey starting from the late 1800’s and continuing up to the contemporary international art scene experience.Each week students will visit a different London Gallery and spend time working in the gallery both independently and with the module tutors. The note-taking and discussions that take place in the galleries are documented as part of the weekly journal style assessment. Historical and contextual lectures, reading specific seminars and discussion groups look to support and engage a range of student backgrounds from the art history novice to the to the seasoned connoisseur.
**Assessment:** Coursework (100%)
\*All transcripts are issued in UK credits.

## Mixed Media Fine Art

### Introduction to Mixed Media Fine Art Practice

[**Module Code: 4FIAR001W**](#4FIAR001W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 40**

**Equivalent Credit Value: US Credits 8 / ECTS credits 20\***

Portfolio required.
An introduction to the practical & critical challenges of producing contemporary fine art. Using proposed starting points as triggers to self directed enquiry, the aim is to provoke a process of practical and critical enquiry across a range of media. Students consider context and content via presentations and through a journal. A programme of technical workshops and on-going tutorial support, screenings and seminars provide additional impetus alongside an on going diet of recommended exhibitions and events.
**Assessment:** Coursework (80%), Coursework (20%)
\*All transcripts are issued in UK credits.

## Music

### Creativity and Collaboration

[**Module Code: 4CTAD001W**](#4CTAD001W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***Suitable for students who are interested in Arts Business (including music business and other arts)***
This module provides induction and understanding of creative research practice, assessment processes and group working required for in creative practice subjects. Students will be challenged to experiment individually, undertaking contextual and practical research, which will contribute to a significant group project where students will be allocated creative roles in groups working collaboratively. This will introduce students to the peer assessment framework required for future collaborative projects.
**Assessment:** Project (40%), Project (60%)
\*All transcripts are issued in UK credits.

### Music Production Fundamentals

[**Module Code: 4MUPR007W**](#4MUPR007W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

This module will enable students to gain confidence in using digital tools by learning the fundamentals of music production and developing an individual creative practice & sound. Students will be required to produce industry-standard productions employing bold and innovative methods. Overall, the module will develop digital skills, critical thinking and listening and technical, discipline-related competencies designed to foster creative practice in music.
**Assessment:** Coursework Practical (25%), Coursework Practical (75%)
\*All transcripts are issued in UK credits.

### Artist Development in Practice

[**Module Code: 4MUSH006W**](#4MUSH006W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***For students focusing on music performance & musicianship, music production or music business.***
This module encourages students to understand musical identity and entrepreneurialism, and to explore ways to add commercial and artistic ‘value’ to musical works. Students will develop critical analysis skills to relate their work within a broader context and identify viable destinations for their outputs. On completion, students will have engaged in constructing a brand identity and increased their understanding of genre trends.
**Assessment:** Portfolio (100%)
\*All transcripts are issued in UK credits.

### Music Marketing and Branding

[**Module Code: 5MUMA003W**](#5MUMA003W_return)

**Level 5**

**Year**

**Location: Harrow**

**UK Credit Value: 40**

**Equivalent Credit Value: US Credits 8 / ECTS credits 20\***

This module provides students with the tools and techniques to analyse and develop appropriate marketing strategies for themselves or a client.
Students will develop professional approaches to marketing across a range of platforms, developing appropriate artefacts for social media within a cohesive marketing strategy.

**Assessment:** Essay (30%), Portfolio (70%)
\*All transcripts are issued in UK credits.

## Television Production

### Switch On: Key Concepts in TV

[**Module Code: 4TVPR006W**](#4TVPR006W_return)

**Level 4**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***IELTS 6.5 with 6.0 in Writing***
Level of English required for non-native English speakers: IELTS equivalent of 6.5
This module introduces some of the foundational concepts, debates, and critical tools of television studies, with a particular focus on investigating the workings of television texts and genres. The module draws on an international range of television case-studies, spanning historical and contemporary-digital examples. In considering television genres as ‘cultural categories’, the module also encourages a critical sensitivity to related concerns of representation, equality, diversity and inclusion. The module launches student thinking in such areas as: the language and grammar of television, televisual rhetoric, television aesthetics and style, debates of televisual ‘quality’, the mythic functions of genre, and the textual components of ‘cult’ television. More generally, the module introduces students to the importance of scholarship, beginning to develop skills in research-informed analysis and critical reflection on own practice.
**Assessment:** Coursework (50%), Essay (50%)
\*All transcripts are issued in UK credits.

### TV Advertising and Branded Content

[**Module Code: 5TVPR001W**](#5TVPR001W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***previous experience with single camera work***
***You will need IELTS 6.5 with 6.0 in Writing or equivalent***
Students will explore end-to-end the production of promotional video content for broadcast and online platforms. Students will produce content advertising brands, creating campaigns for Third Sector organisations, public information films or corporate content for industries. Creative ideas are brainstormed and produced for an identified client to a negotiated length. This module encourages students to explore live briefs with potential clients and integrate social media into a promotional campaign.
**Assessment:** Coursework Practical (60%), Coursework (40%)
\*All transcripts are issued in UK credits.

### Going Live! -TV studio production

[**Module Code: 5TVPR008W**](#5TVPR008W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***previous experience with single camera work***
***You will need IELTS 6.5 with 6.0 in Writing***
A live television studio is a hive of energy, tension and excitement.This module creates that buzz through the production of ‘as live’ television studio content. Working in large production groups students devise and produce TV Studio based Live Magazine shows with a music performance element. Through practical workshops in studio, students learn the procedures and protocols necessary for shooting a Live TV studio show. Students learn the technical operations necessary to produce a live broadcast plus how to schedule, source talent, write scripts, produce a running order, bar count, design and build a simple set and work collectively towards the production of a live show hitting a designated ‘on-air’ time. This module aims to follow a philosophy of training for studio operations which combines the learning of technical and production skills and with the artistry of creative content creation.
**Assessment:** Coursework Practical (40%), Coursework (60%)
\*All transcripts are issued in UK credits.

### TV Narratives: Traditions and Innovations

[**Module Code: 5TVPR010W**](#5TVPR010W_return)

**Level 5**

**Semester 1**

**Location: Harrow**

**UK Credit Value: 20**

**Equivalent Credit Value: US Credits 4 / ECTS credits 10\***

***previous experience with single camera work***
***You will need IELTS 6.5 with 6.0 in Writing or equivalent***
This module explores the centrality of story and storytelling in television production. Through a series of historical and contemporary case-studies and building upon the academic foundations of the first year, this module examines the mechanics of television narrative. The module develops essential understanding and critical skills relating to the successful construction of character and encouraging engagement and investment from audiences, alongside the complex inner workings of plot (and how this is further complicated by long-form, episodic television). In the present televisual context of growing internationalisation, convergence and spreadable media, this module also promotes student understanding of the ways in which characters and stories ever-increasingly move across texts, technologies, and cultures. Moreover, developing critical work from the first year concerning television representation, the module encourages further reflection on the importance of television storytelling in relation to issues of representation and visibility, equality, diversity and inclusion. The module advances student thinking in such areas as: narrative traditions and current innovations in TV storytelling, narrative modes (realism, surrealism, and hybridity), TV characterisation, TV plot structure, beginnings and endings, visual storytelling and production values, and TV dialogue and subtext. More generally, the module develops student understanding of the importance of scholarship, furthering skills in research-informed analysis and critical reflection on own practice.
**Assessment:** Presentation Group (50%), Essay (50%)
\*All transcripts are issued in UK credits.