

Module Specification

Module Summary Information

1	Module Title	Social Media as Culture and Practice
2	Module Credits	20
3	Module Level	7
4	Module Code	MED7325

5	Module Overview
<p>This module is intended to give an overview of the current state of scholarly research into the use of social media platforms as a communication tool and also enable students to develop as social media practitioners who can develop innovative solutions to communications problems and develop their expertise at using social networking platforms in sophisticated ways. To that end, the module combines engagement with academic texts through lectures and seminars, with a series of practice-based workshops. The module explores the role of social media as an aspect of everyday communications, examining the technologies and practices that are put to use by citizens, activists, media producers and others, examining the range of practices that are emerging and their social and cultural role and character.</p>	

6	Indicative Content
<p>In the module, students will consider the different areas of media, cultural and creative production that come under the auspices of social media and explore the production practices and skills that this involves. At the end of this module students will be able to analyse, deliver and evaluate innovative social media projects and also contextualise social media within the traditions of media and cultural studies, employing established theoretical frameworks and methodologies in order to advance new insights into practice and meaning.</p>	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Critically engage with scholarship on the history, character and practices of social media as culture.
2	Apply social media techniques and practices informed by a systematic and critical understanding of current practices, specialist approaches and innovations.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1, 2	X		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	30
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	130
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200