Module Definition Form (MDF)

Module code: MOD010801	**Version:** 1 **Date Amended:** 20/Jan/2025

1. Module Title
Introduction to Screen Media

2a. Module Leader
Harriet Fletcher

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module explores key developments and debates in screen studies. The module develops your knowledge and understanding of a range of screen media forms, their historical evolution and their significance in contemporary culture and society. Topics and case studies include television, video games, music videos, the internet and social media. You will be introduced to theories of media convergence and participatory culture as important frameworks for the study of screen media in the digital age. The module will examine the evolution of television within key social, cultural and technological contexts. These may include the emergence of new programme forms and viewing modes that have had a significant cultural impact on the level of media convergence and audience participation, including reality TV, streaming and binge-watching. The module will also explore interactive screen media, including video games and social media. Throughout the module, you will gain an understanding of key theoretical approaches to screen media and will apply these concepts to a range of case studies. You will be encouraged to critically engage with a wide variety of media both in their independent study and through their assessments.

6b. Outline Content

Topics may include:

- Media convergence
- Participatory media and culture
- Television studies, binge-watching and streaming culture
- Reality TV and celebrity
- Video game studies
- Algorithmic culture
- Social media activism
- YouTube and viral media
- Internet pornography
- Music videos

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Demonstrate an understanding of a range of key theoretical approaches to screen media.
2	Knowledge and Understanding	Demonstrate the ability to apply theoretical frameworks to the study of different media forms, case studies and their cultural contexts.
3	Intellectual, practical, affective and transferrable skills	Practice and develop independent study skills, such as research, writing and analysis.
4	Intellectual, practical, affective and transferrable skills	Practice and develop media literacy and critical thinking skills.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	12	1-4	2hr session per week combining lecture and seminar/workshop.
Other teacher managed learning	12	1-4	2hr session per week combining lecture and seminar/workshop.
Student managed learning	126	1-4	Hours to include independent viewing, research and reading.
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	30 (%)	Fine Grade	30 (%)
1000 words media diary					

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-4	70 (%)	Fine Grade	30 (%)
2000 words critical essay					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]