Module Descriptor

Title	American Tv		
Session	2026-2027	**Status**	Undergraduate
Code	BROA10002	**SCQF Level**	**SCQF 10**
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Dr J Quinn		

Summary of Module

This module examines the historical and cultural impact of TV and digital broadcasting within modern America. Students critically analyse and evaluate the historical, political, economic and cultural contexts which underpin much of programming output by the American TV industry; from the TV Network Era to the Post-Network Digital Era and Digital Revolution. With consideration of America's global impact on international broadcast media and influence on wider culture and society.

Module Delivery Method	**On-Campus[1]** ☒	**Hybrid[2]** ☐	**Online[3]** ☐	**Work -Based Learning[4]** ☐
Campuses for Module Delivery	☒ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☐

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Research popular forms and genres of television programming in the US, giving consideration to the national, historical, political and cultural context in which they were produced and consumed.
L2	Identify and critically evaluate major theoretical debates and paradigms in relation to specific texts and genres.
L3	Demonstrate a critical understanding of the American television industry within the wider international cultural context.
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 10** A critical understanding of a selection of the principal theories, concepts and principles. A critical awareness of current issues in a subject discipline/and one or more specialisms. An understanding of how media, cultural and creative organisations operate and are managed. Engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use.
Practice: Applied Knowledge and Understanding	**SCQF 10** Use a range of the principal skills, practices and/or materials associated with a subject/discipline. Execute a defined project of research, development or investigation and identify and implement the relevant outcome.
Generic Cognitive skills	**SCQF 10** Critically review and consolidate knowledge, skills and practices and thinking in a subject/discipline. Make judgements where data/information is limited or comes from a range of sources.
Communication, ICT and Numeracy Skills	**SCQF 10** Make formal presentations about specialised topics to informed audiences. Communicate with professional-level peers, senior colleagues and specialists.
Autonomy, Accountability	**SCQF 10** Exercise autonomy and initiative in professional/equivalent activities.

and Working with Others	Exercising autonomy and initiative in assessment production, developing the capacity for independent work.

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	36
Independent Study	164
Please select	
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Akass, K. & McCabe, J. (2007) Quality TV: Contemporary American Television Beyond. London: IB Tauris. Leonard. David J. & Troutman Robbins, Stephanie (Eds) (2021) Race in American Television - Voices and Visions That Shaped a Nation. Greenwood. Lotz, A (2018) We now disrupt this broadcast: how cable transformed television and the internet revolutionized it all, The MIT Press. Mittel J. (2015) Complex Television: The Poetics of Contemporary Television Storytelling. NYU Press. Vaage, M.B. (2015). The Antihero in American Television (1st ed.). Routledge.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are attending and participating in all timetabled programme activities including on-campus and online teaching sessions, asynchronous online learning activities, placement, work-based elements, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** 75% attendance.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Arts Media**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☒ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Arts & Media
Moderator	Chris Gilgallon
External Examiner	T Ware
Accreditation Details	ScreeSkills
Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	4

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
50% Poster presentation
Assessment 2
50% Discussion (debate)
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
PPRES - Presentation Poster	☒	☒	☒	☐	☐	50	3

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
DBATE - Discussion	☒	☒	☒	☐	☐	50	3

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	6 hours

Change Control

What	When	Who
assessemnt change to poster pres and discussion debate - Weightings change from 40/60 to 50/50	March 26	JQ
Moderator	March 26	JQ