

LP101-15 Industry Insight and Professional Practice

24/25

Department

SCAPVC - Centre for Cultural and Media Policy Studies

Level

Undergraduate Level 1

Module leader

Ruth Leary

Credit value

15

Module duration

10 weeks

Assessment

100% coursework

Study location

University of Warwick main campus, Coventry

Description

Introductory description

In this module we will be thinking about the context of work in the media and creative industries. We will explore the creative, media and cultural sectors with specific reference to different types of organisations, the challenges that they face, and the practicalities of working within them.

You will have the opportunity to meet guest speakers from a range of industries and organisations who will share their professional journeys, highlight the key characteristics and dynamics of the sectors and organisations they work within, and invite you to think critically about contemporary issues and professional practice. We will consider how the issues raised connect with, challenge or can be understood through the theoretical and practical perspectives that you are engaging with in the recommended resources and elsewhere on the course.

Reflexive exercises and workshops will help you to develop your self-awareness, communication skills, and professional competencies, and inform the production of a personal development plan in preparation for your industry placements and future career.

The practical assessment will enable you to explore a specific industry in depth and deepen your understanding of the commercial, political, social, and cultural contexts in which creative and media professionals and organisations operate. You will also take the first steps towards building

your networks and develop your knowledge and understanding of the roles and opportunities available to inform your professional development.

Module aims

This module aims to equip you with knowledge and understanding of the creative, media and cultural industries with specific reference to the different sub-sectors, types of organisations, working practices and contemporary issues.

It also aims to develop your professional competencies and reflective thinking skills to inform your future plans.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The module will be delivered through a series of seminars and workshops to include visiting industry professionals.

Areas to be covered include:

- The creative, media and cultural landscape in the UK and beyond
- The creative workplace and cultural work
- Conducting industry research: methods and relevant theoretical frameworks e.g. organisational structure, cultural entrepreneurship, creative management, organisational culture
- Defining your values, strengths, passions, and professional identity
- Personal and professional development: becoming a reflexive practitioner
- Presence and presenting: developing communication skills

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate insight and understanding of the creative, media, and cultural sectors and the organisations that operate within them
- Critically analyse the factors and challenges that impact on these sectors, organisations, and their workers
- Demonstrate knowledge and understanding of cultural work, professional practice, and sustaining a career in the creative, media, and cultural industries
- Demonstrate the ability to undertake empirical and desk research
- Collaborate and communicate effectively with others in the production and presentation of project work
- Critically reflect to inform future development plans

Indicative reading list

Banks, M. (2017) *Creative justice: cultural industries, work and critique*. Lanham: Rowman &

Littlefield International

Bazalgette, P. (no date) 'Independent Review of the Creative Industries.' Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/649980/Independent_Review_of_the_Creative_Industries.pdf.

Becker, H.S. (2008) Art worlds. 25th anniversary ed., updated and expanded. Berkeley, CA: University of California Press.

Brook, O., O'Brien, D. and Taylor, M. (2020) Culture is bad for you: inequality in the cultural and creative industries. Manchester: Manchester University Press

Cunningham, S (2002) From culture to creative industries: Theory, Industry and Policy implications

Davis, Howard and Scase, Richard (2000) Managing Creativity: The Dynamics of Work and Organization London: Open University Press

Hesmondhalgh, David and Sarah Baker (2010) Creative Labour: Media Work in Three Cultural Industries, London: Taylor & Francis

Jordan, T., McClure, B. and Woodward, K. (2017) Culture, identity and intense performativity: being in the zone. First edition. New York: Routledge

Flew, T. (2012) The creative industries: culture and policy. Los Angeles, Calif: SAGE.

Subject specific skills

Knowledge and understanding of the context and operation of media, creative and cultural industries. Understanding of specific sectors, organisations and areas of professional practice. Understanding of the dynamics of creative work and the creative (labour) economy. Knowledge of specific relationships between theory and practice.

Transferable skills

Intellectual curiosity. Critical thinking. Reflective practice. Independent research. Communication and presentation skills. Networking skills. Strategic planning. Time-management. Teamwork.

Study

Study time

Type	Required
Lectures	6 sessions of 1 hour (4%)
Seminars	6 sessions of 1 hour 30 minutes (6%)
Tutorials	6 sessions of 30 minutes (2%)
Practical classes	1 session of 3 hours (2%)
External visits	1 session of 4 hours (3%)
Private study	123 hours (83%)
Total	148 hours

Private study description

Preparatory work and reading for weekly seminars and workshops. Research for team project.

Costs

Category	Description	Funded by	Cost to student
Field trips, placements and study abroad	Travel for organisational site visit	Student	£25.00

Assessment

You must pass all assessment components to pass the module.

Assessment group A1

	Weighting	Study time
Industry Analysis	80%	
In depth industry analysis presented as an All you Need to Know about X industry (and never dared to ask) Guide. Equivalent of 2,000 words/10-15 minute video, podcast or presentation.		
Personal Development Plan	20%	
Personal development plan setting out goals, deadlines, actions and progress indicators supported by reflective commentary.		

Feedback on assessment

Formative tutorial support for team project. Verbal summative in class feedback on team project and written summative feedback via Tabula.

Formative feedback/tutorial support for individual personal development plan. Written summative feedback via Tabula.

Availability

Courses

This module is Core for:

- Year 1 of ULPA-P301 Undergraduate Media and Creative Industries