

Title	Working in the Media and Creative Industries
Location in Course	Year Two Term One
Credit Rating	20
Level of Study	5
Contact Hours	https://mycontacthours.arts.ac.uk/

Introduction

This unit explores the changing nature of employment in the global creative industries. By exploring key theoretical debates you will develop your ability to identify the political, economic and social contexts that shape contemporary creative labour, and you will apply these theories to a range of work-based case studies and scenarios. The unit will enable you to define and critically reflect on the challenges and possibilities that shape work in these industries, and to recognise and assess alternative modes of creative production.

Indicative Content

- Continuity and change in the global creative industries
- Discourses, affects and representations of creative work
- Internship culture, precarious employment, and 'free' labour
- 'Creatives' and the 'creative class'
- Inequalities in the creative industries
- Entrepreneurship and the creative economy
- Alternative ways of working: cooperative and commons-based creative production

Learning Outcomes

On completion of this unit you will be able to:

- Critically reflect on the appeal of work in the creative industries (**Analysis; Subject Knowledge; Personal and Professional Development; Communication and Presentation**)
- Design an effective research interview that draws on recognised methodological approaches and is informed by key theoretical debates (**Research; Subject Knowledge; Experimentation; Communication and Presentation**)
- Describe, define and discuss the nature of contemporary creative labour, through an analysis of original interview data (**Analysis; Subject Knowledge; Communication and Presentation**)

For more information about Learning Outcomes, go to **section 2.1: Course Aims and Outcomes** and **Marking criteria website (student version)**

<http://www.arts.ac.uk/media/arts/study-at-ual/academic-regulations/UG-Marking-Criteria-Matrix-with-Letter-Grades.pdf>

Assessment Requirements

The assessment for this unit is weighted. In element-based assessment, you must achieve at least an E grade in each element, and an aggregate grade of at least D- in the overall unit. Failure (F, or F-), or non-submission in any element defaults to Fail for the unit.

This is an elemental assessment comprising:

- 1 x Critical reflective analysis of 1,500 words **(30% weighting of unit mark)**
- 1 x Interview research report of 1,250 words **(30% weighting of unit mark)**
- 1 x Research report of 2,000 words **(40% weighting of unit mark)**

For more information about how your assignments are marked, please go to **section 4.0: Assessment Strategy**, particularly holistic and element assessment. You will also receive an assignment brief, which will give you more detail.

Teaching and Learning Methods

- Lectures
- Seminars
- Screenings
- Practical Workshops

Essential Reading

Bank, M., Gill, R., and Taylor, S. (2013) **Theorizing Cultural Work: Labour, Continuity and Change in the Creative Industries**. London: Routledge.

Dawson, A. and Holmes, S. (eds) (2012) **Working in the Global Film and Television Industries**. London: Bloomsbury Academic.

Deuze, M. (2013) **Media Work**. London: Polity Press.

Hesmondhalgh, D. and Baker, S. (2011) **Creative Labour: Media Work in Three Cultural Industries**. London: Routledge.

Mathieu, C. (ed.) (2012) **Careers in Creative Industries**. New York: Routledge.

McKinlay, A. and Smith, C. (eds) (2009) **Creative Labour: Working in the Creative Industries**. Basingstoke: Palgrave Macmillan.

Further Reading

Deuze, M. (ed.) (2011) Managing Media Work. Los Angeles, CA: Sage.

Flew, T. (2013) Global Creative Industries. Cambridge: Polity.

Hearn, G., Brigstock, R., Goldsmith, B. and Rodgers, J., (eds) (2014) Creative Work Beyond the Creative Industries: Innovation, Employment and Education. Cheltenham: Edward Elgar.

Henry, C. and de Bruin, A. (eds) (2011) Entrepreneurship and the Creative Economy: Process, Practice and Policy. Cheltenham: Edward Elgar.

Holt, J. and Perren, A. (eds) (2009) Media Industries: History, Theory and Method. Chichester: Wiley-Blackwell.

Johnson, D., Kompare, D. and Santo, A. (eds) (2010) Making Media Work: Cultures of Management in the Entertainment Industries. New York: New York University Press.

Ross, A. (2011) Nice Work If You Can Get It: Life and Labour in Precarious Times. New York: NYU Press.

Marking Criteria

Marking criteria website (student version) <http://www.arts.ac.uk/media/arts/study-at-ual/academic-regulations/UG-Marking-Criteria-Matrix-with-Letter-Grades.pdf>

Using the Library

The Library Services web pages aim to provide quick access to a range of relevant high quality e-resources

<http://www.arts.ac.uk/study-at-ual/library-services/>

Harvard Referencing

The Harvard Referencing Style on Cite Them Right Online is the standard for all UAL taught courses.

Cite Them Right Online can be accessed via the Library Services database A-Z list:

<http://arts.ac.libguides.com/az.php>