

Liverpool John Moores University

Title: INTRODUCTION TO CULTURAL STUDIES
Status: Definitive
Code: **4004MEDCUL** (110654)
Version Start Date: 01-08-2015

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Joanne Knowles	Y
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Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Workshop	48.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	GROUP PRESENTATION	30.0	
Essay	AS2	ESSAY 2000 WORDS	30.0	
Reflection	AS3	REFLECTION	30.0	
WoW Skills Bronze	AS4	WoW Skills statement	10.0	

Aims

1. To introduce students to academic literacy and the more specialised demands of media cultural and communication research.
2. To introduce students to the key approaches, issues, theoretical concepts and

debates in the study of lived culture.

3. To introduce students to a range of key debates and approaches to study of media, culture and communication.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate a self-selected and relevant case study using it to plan and develop investigate strategies appropriate for cultural studies
- 2 Apply key concepts involved in the analysis of 'culture' to resolve issues arising in the production and management of public culture
- 3 Take responsibility for their personal and academic development in the discipline of Media, Cultural and Communication studies and prepare for work related learning.
- 4 Identify and reflect upon the following aspects of personal development: strengths and weaknesses, motivation and values, ability to work with others.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Presentation	1
Group essay	2
Reflection	3
Bronze award	4

Outline Syllabus

Introduction to academic practice and purpose, writing skills and study skills; Introduction to WoW and PDP; introduction to the analysis of culture; the study of lived culture; debates about the 'popular'; cultural policy; application of theoretical concepts and debates to the production and management of regional and public culture.

Learning Activities

Lectures, task based workshops and reading based seminars

Notes

Introduction to cultural studies is a tutorial module which supports students in their development of academic literacy and the more specialised demands of media, cultural communications research. The module focuses upon a number of case

studies in contemporary cultural practice and asks students to demonstrate their findings through a variety of group and independent assessment strategies.