

Liverpool John Moores University

Title: CULTURAL THEMES AND DEBATES
Status: Definitive
Code: **4016MEDCUL** (110665)
Version Start Date: 01-08-2015

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

Team	Leader
Clare Horrocks	Y

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
Test	test	2 hour - class test	50.0	
Essay	AS2	1500 word essay	50.0	

Aims

To introduce students to the concept of cultural practice by considering popular culture in the context of production, consumption and media representation.

To introduce students to the study of a particular cultural audience e.g. young adult media.

To introduce students to the study of the media forms in a cultural context e.g. visual satire.

Learning Outcomes

After completing the module the student should be able to:

- 1 Investigate a range of media and cultural texts.
- 2 Understand the social and political environments which determine media and cultural texts and practices and from this basis respond to popular debate about the value and function of popular culture

Learning Outcomes of Assessments

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

2 hour - test	1
Essay	2

Outline Syllabus

The semiotics, media representations, industrial context and social significance of popular cultural forms e.g. clothes and fashion industry
Examination of different media forms produced for a specific example of lived culture e.g young adult audiences,
The industrial, professional and cultural practice associated with specific audiences, particularly regulations and mores governing commercial media and the appropriation of these products by this audience.
A cultural history of satire as a vehicle for social and political comment.
The consideration of ethics and the cultural production of media texts.

Learning Activities

Lectures, task based workshops and reading based seminars

Notes

The module introduces students to the study of popular culture. It looks at the relationships between everyday lived culture and wider social and political debate, including media and cultural policy, regulation and access to production and means of representation. The essay for component 2 will be a response to client-led case study.