

Liverpool John Moores University

Title: Studying Culture
Status: Definitive
Code: **4100MEDCUL** (122119)
Version Start Date: 01-08-2021

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

Team	Leader
Joanne Knowles	Y

Academic Level: FHEQ4
Credit Value: 20
Total Delivered Hours: 36
Total Learning Hours: 200
Private Study: 164

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation	40	
Future Focus e-learning task	Self aware	Self-awareness statement	10	
Essay	AS3	2000 words essay	50	

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 investigative strategies appropriate for cultural studies.
- 2 Take responsibility for their personal and academic development in the discipline of Media, Cultural and Communication studies and prepare for work related learning.
- 3 Understand the social and political environment which determines 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:

Group presentation	1	
Self Awareness Statement	2	
2000 words essay	2	3

Outline Syllabus

Introduction to academic practice and purpose, writing skills and study skills; Introduction to WoW and Personal Development Planning; Introduction to the analysis of culture; the study of lived culture; debates about the 'popular'; cultural policy.

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. This module also hosts the taught component for personal development planning and the WoW bronze skills statement.