

## Liverpool John Moores University

Title: Culture, Identity and Discourse  
Status: Definitive  
Code: **4501FDM** (118326)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Accrington & Rossendale College

Team	Leader
Ross Dawson	Y

**Academic Level:** FHEQ4      **Credit Value:** 24.00      **Total Delivered Hours:** 56.00

**Total Learning Hours:** 240      **Private Study:** 184

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	48.000
Online	4.000
Tutorial	4.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	A minimum of eight seminars. Researching and discussing the issues raised in the weekly lectures. A minimum word count of 200 words, plus illustrations per seminar.	30.0	
Test	AS2	Students to take a series of photographs relating to topics set over a number of weeks. Exhibited and annotated on a suitably designed web site.	70.0	

### Aims

*To introduce key concepts and theories of identity, representation and culture.*

*To explore the relationships between representation and race, class, gender and sexuality.*

*To be aware of the diversity of culture both in historical and contemporary contexts.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Demonstrate an understanding of media discourses and their relationship to the production of identity and representation.
- 2 Apply key theoretical approaches to examine media constructed stereotypes and cultural issues of race, gender, class and sexuality.
- 3 Demonstrate the ability to use their knowledge, understanding of media processes and creativity to produce images and construct a format of exhibition.

## **Learning Outcomes of Assessments**

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

Presentation	1	2
Test	1	3

## **Outline Syllabus**

*Culture, Identity and Discourse examines issues of identity through an analysis of media representations of class, gender race and sexuality. The range of media will include photojournalism, television, advertising and documentary. Historical and contemporary issues of representation of minority and social groups, cultural practices and also to include the debate of 'manufactured identity'.*

## **Learning Activities**

Lectures, seminars, seminar discussion, tutorial, private study and practical/production activities.

## **References**

<b>Course Material</b>	Book
<b>Author</b>	Seidler, V J.
<b>Publishing Year</b>	2010
<b>Title</b>	Embodying Identities

<b>Subtitle</b>	Culture, differences and social theory
<b>Edition</b>	
<b>Publisher</b>	The Policy Press
<b>ISBN</b>	9781847423818

<b>Course Material</b>	Book
<b>Author</b>	Hall, S.
<b>Publishing Year</b>	1977
<b>Title</b>	Representation, Cultural Representation & Signifying Practice
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Sage Publications
<b>ISBN</b>	0761954325

<b>Course Material</b>	Book
<b>Author</b>	Wells, L.
<b>Publishing Year</b>	2004
<b>Title</b>	Photography: A critical Introduction
<b>Subtitle</b>	
<b>Edition</b>	Third Edition
<b>Publisher</b>	Routledge.
<b>ISBN</b>	041530704

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	<a href="http://www.nationalgeographic.com">www.nationalgeographic.com</a>
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

---

## Notes

This module is designed to provide students with an understanding of culture and identities. Students are encouraged to attend off-site exhibitions and galleries to enhance their learning and ability to produce the practical element. Informal and formal seminars provide formative assessment and also support student learning and overall progress.