

Liverpool John Moores University

Title: MEDIA AND CULTURAL THEORY
Status: Definitive
Code: **5005MEDCUL** (110676)
Version Start Date: 01-08-2011

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

Team	Leader
Steven Spittle	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 74.00
Total Learning Hours: 240
Private Study: 166

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	22.000
Seminar	44.000
Tutorial	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1		30.0	
Essay	AS2		40.0	
Exam	AS3		30.0	2.00

Aims

- 1) To deepen and broaden student understanding of the theoretical roots underpinning the study of media, cultural and communication
- 2) To encourage students to assess the relative strengths and weaknesses of theoretical approaches discussed throughout the module
- 3) To offer students opportunities to analyse media texts and cultural practices whilst drawing upon a range of theoretical positions.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate and critique a range of theoretical approaches relevant to the study of media, culture and communication.
- 2 Critically apply a given theoretical approach to a student-selected media text, cultural practice or piece of communication.
- 3 Demonstrate critical knowledge of a range of theoretical approaches relevant to study of media, culture and communication.

Learning Outcomes of Assessments

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

Assignment 1	1
Assignment 2	2
EXAM	3

Outline Syllabus

The history and development of Marxism.

The development of British Culturalism.

The development of structuralism.

The development of Freudian and post-Freudian psychoanalysis.

The history of theories of mass society and mass culture.

The impact of feminist theory on media and cultural studies.

The turn towards post-structuralism, postmodernity and identity politics

Learning Activities

Lectures, reading and task based seminars, short formative presentations of student research and reading.

References

Course Material	Book
Author	Barker, C.
Publishing Year	2000
Title	Cultural Studies
Subtitle	Theory and Practice
Edition	

Publisher	London, Sage
ISBN	

Course Material	Book
Author	Strinati, D.
Publishing Year	1995
Title	Introduction to theories of popular culture
Subtitle	
Edition	
Publisher	London, Routledge
ISBN	

Course Material	Book
Author	Storey, J.
Publishing Year	2009
Title	Cultural theory and popular culture
Subtitle	an introduction
Edition	
Publisher	Harlow, Prentice Hall
ISBN	

Course Material	Book
Author	Hills, M.
Publishing Year	2005
Title	How to do things with cultural theory
Subtitle	
Edition	
Publisher	London, Hodder Arnold
ISBN	

Course Material	Book
Author	Durham, M. G. & Kellner, D. (Eds)
Publishing Year	2001
Title	Media and Cultural Studies
Subtitle	Keyworks
Edition	
Publisher	Oxford, Blackwell
ISBN	

Course Material	Book
Author	Laughey, D.
Publishing Year	2007
Title	Key Themes in Media Theory
Subtitle	
Edition	
Publisher	London, MacMillan
ISBN	

Notes

This module provides students with a comprehensive grounding in theoretical approaches relevant to the study of media texts, cultural practices and communication more broadly. The module will provide students with the opportunity to undertake their own theoretically informed analyses.