

Summary Information

Module Code	5103MEDCUL
Formal Module Title	Media and Cultural Theory
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	12
Seminar	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	1. To deepen and broaden student understanding of the theoretical roots underpinning the study of media, culture 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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate and critique theoretical approaches relevant to the study of media, culture and communication.
MLO2	2	Develop an essay plan that acts as a foundation for the research and writing of a student-defined essay that offers a theoretically-informed analysis of a student-selected media text or cultural practice.
MLO3	3	Critically apply a given theoretical approach to a student-selected media text, cultural practice or piece of communication.

Module Content

Outline Syllabus	Indicative subjects: Marxist approaches to media and culture; structuralist approaches to media and culture; semiotic analysis of media and culture; postmodern media culture; theorising gender in media and culture; critical race theory approaches to media & culture Indicative case studies: postmodern film; Gramsci and hegemony; subcultures; Barthes, mythology & advertising; feminism and femininities in media texts; hegemonic masculinity/ies; race and racism in print advertising
Module Overview	This module will broaden your understanding of the theoretical roots underpinning the study of media, culture and communication. It encourages you to assess the relative strengths and weaknesses of theoretical approaches discussed throughout the module.
Additional Information	This module aims to provide students with an overview of various theoretical perspectives and methodological tools for examining media, culture and communication. Students will be supported to interrogate these different approaches and produce an essay that examines a self-defined media/cultural text case study using theoretical approaches explored during the module.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	1500 words essay plan	30	0	MLO2
Essay	2500 words essay	70	0	MLO3, MLO1

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Bee Hughes	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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