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Title: Media and Cultural Theory  
Status: Definitive  
Code: **5103MEDCUL** (122116)  
Version Start Date: 01-08-2021

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

Team	Leader
Steven Spittle	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 36  
**Total Learning Hours:** 200      **Private Study:** 164

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Seminar	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 words essay plan	30	
Essay	AS2	2500 words student-defined essay	70	

### 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.

## Learning Outcomes

After completing the module the student should be able to:

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

## Learning Outcomes of Assessments

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

1500 words essay plan	2	
2500 words essay	1	3

## Outline Syllabus

*Marxism, Media and Culture; The development of British Culturalism; The development of structuralism; Psychoanalysis/Media Analysis; The history of theories of mass society and mass culture; Gender, Feminism and the Media; Postmodernism and Popular Culture; Class, Taste and Distinction; Subcultures and Social Identities; Identity Politics and Contemporary Media and Culture.*

## Learning Activities

Lectures, Seminars, Workshops.

## Notes

Workshop sessions will be largely devoted to supporting the development of the essay plan and the subsequent student-defined essay. Small group and individual tutorials will be offered to support students towards the development of theoretically informed analyses of media texts or cultural practices.