

Summary Information

Module Code	5503WESTMC
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Westford University College

Learning Methods

Learning Method Type	Hours
Lecture	12
Seminar	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	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	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.
Module Overview	
Additional Information	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.

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	MLO1, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Steven Spittle	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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