

Liverpool John Moores University

Title: Media and Cultural Theory
Status: Definitive
Code: **5513WESTMC** (129035)
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Westford University College

| 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: Runs Twice - S1 & S2

| 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.