

Module Code:	:	AC-4308		
Module Title:	:	Communication and popular culture		
Programme	:	Bachelor of Arts		
Type of Module	:	Option/ Breadth		
Modular Credits	:	4	Student Workload:	8 – 10 hours per week
			Contact hours for timetabling:	2 hours per week
Prerequisite	:	Nil		
Anti-requisite	:	None		
Aims:				
<p>This module aims to examine the interface of communication, culture and society, the area of study often called cultural studies. In this module students will be encouraged to critically examine the cultural products they come into contact with as part of their interaction with the mass media. It is the objective of the module to give students a framework which they can use to analyse and critique the output of contemporary media cultures. Thus students will be introduced to a number of the key areas of cultural studies and the theories used in the field. By the end of the module it is hoped that students will be able to apply what they have learned to the output of a number of different contemporary media, including film, television and the Web, but also more traditional media. They will also be expected to apply their cultural analysis in a practical way. This module will complement other modules in these areas in that it examines the output of such media in cultural rather than media terms.</p>				
Module Content:				
Part 1: What is cultural studies?				
<ul style="list-style-type: none"> • Popular culture and high culture • Critiques of popular culture • Culture and ideology • Modernity and postmodernity 				
Part 2: Cultural studies and the media				
<ul style="list-style-type: none"> • Music: Art for art's sake or a commercial product? • Fame and celebrity: So many 15 minutes • Gender and sexuality in the media • Global vs local: Here, there and everywhere • Reality or hyperreality: Real life or life in hyperreal? • Youth subcultures: The politics of dissidence 				
Assessment :	Examination:	40%	Coursework :	60%
	2 hours		Oral presentation on one area of cultural studies (individual)	10%
			Essay analysis of a cultural product (individual)	20%
			Project producing an event or marketing plan using a cultural studies focus (group)	30%