

Introduction to Culture Analysis (A704152)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0

Study time 90 h

Course offerings in academic year 2023-2024

A (semester 1)

Dutch

Gent

Lecturers in academic year 2023-2024

de Groote, Brecht

LW22

lecturer-in-charge

Jooken, Lieve

LW22

co-lecturer

Offered in the following programmes in 2023-2024

	crdts	offering
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, French)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, German)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Italian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Spanish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, English, Turkish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, German)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, Italian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, Spanish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, French, Turkish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, German, Italian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, German, Russian)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, German, Spanish)	3	A
Bachelor of Arts in Applied Language Studies: a combination of at least two languages(main subject Dutch, German, Turkish)	3	A
Linking Course Master of Arts in Interpreting: a combination of at least two languages, Master of Arts in Translation: a combination of at least two languages and Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)	3	A
Linking Course Master of Arts in Interpreting: a combination of at least two languages, Master of Arts in Translation: a combination of at least two languages and Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)	3	A
Linking Course Master of Arts in Interpreting: a combination of at least two languages, Master of Arts in Translation: a combination of at least two languages and Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)	3	A
Linking Course Master of Arts in Interpreting: a combination of at least two languages,	3	A

Master of Arts in Translation: a combination of at least two languages and Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)		A
Linking Course Master of Arts in Interpreting: a combination of at least two languages, Master of Arts in Translation: a combination of at least two languages and Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish)	3	A
Linking Course Master of Arts in Interpreting: a combination of at least two languages, Master of Arts in Translation: a combination of at least two languages and Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Spanish)	3	A

Teaching languages

Dutch

Keywords

Cultural theory, culture and society, ideology, representation, postcolonialism, information, culture and nature, semiotics, (post)structuralism

Position of the course

The course *Introduction to Cultural Analysis* aims to provide students with a theoretical and analytical insight into culture as a phenomenon that shapes and directs individual and social behavior and cultural production in numerous ways. The course introduces students to the main movements, thinkers and concepts within culture theory and cultural studies, and pays special attention to the activation and implementation of those concepts in concrete analyses and interpretations. Students learn how to recognize and analyze structures, signs and messages in diverse, multilingual, cultural objects, and how to think critically and with nuance about, and participate in, culture, society and communication. *Introduction to Culture Analysis* introduces students to academic thinking about culture, and challenges them to think critically about culture themselves.

Within the programme, this course prepares students for courses such as Dutch in an intercultural and cross-cultural perspective, Cultural History, Literature of the Language Area, Social Developments, and the CultureKIT assignment for the foreign program (SALSA). The concepts and attitudes regarding abstract thinking, interpretation and reading skills also contribute to language practice classes.

Contents

The course consists of two parts. A first, introductory section provides students with a crucial basic critical orientation, providing key basic concepts and terms that form the building blocks of cultural theory. Its main focus is how we can define, recognize and analyze culture and cultural objects. The more extensive second part consists of a series of lectures, each time focused on a cluster of concrete themes. Its focus is mainly on themes with particular social and current relevance, such as identity, gender, media, etc. Each of these thematic lectures provides an introduction to the most important insights and ideas about the chosen theme, introduces important thinkers, and discusses concrete cases. The cases and thinkers reflect the different language areas of the department, and appeal to a wide range of cultural objects (text, image, practice). Particular attention is paid to Barthes, Foucault, Derrida, Marx, Benjamin, Said, Williams, Butler, Eco, Hall, Adorno, etc. Throughout the course, special attention is paid to questions about language, translation, polysemy and transfer/transmission.

Initial competences

The general education that can be assumed from secondary education; no specific starting competences required.

Final competences

Conditions for credit contract

Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

Teaching methods

Lecture, Independent work

Extra information on the teaching methods

Lectures with room for interaction.

Guided self-study: preparing the lectures individually, based on texts and examples provided.

Learning materials and price

Slides and supporting material are made available through Ufora.

Students purchase the following reference:

Masschelein, Anneleen, Stijn De Cauwer, and Joost de Bloois. 50 Key Terms in Contemporary Cultural Theory. Pelckmans Pro, 2017. (approx. 25 EUR) Copies of this book are also available through the library.

References

Anderson, N. & Schlunke, K. (2008). *Cultural theory in everyday practice*. Oxford University Press.

During, S. (2005). *Cultural Studies: A Critical Introduction*. Routledge.

Eagleton, T. (2016). *Culture*. Yale UP.

Edgar, A. & Sedgwick, P. (2007, 2nd edition). *Cultural theory: the key concepts*. Routledge.

Smith, P. & Riley, A. (2009, 2nd edition). *Cultural theory: an introduction*. Blackwell Publishing.

Storey, J., ed. (2018) *Cultural Theory and Popular Culture*. Routledge.

Walton, D. (2012). *Doing cultural theory*. Sage.

Course content-related study coaching

Individual and collective feedback during lectures, via e-mail or via Ufora. Interactive support in class.

Assessment moments

end-of-term assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment with open-ended questions

Examination methods in case of periodic assessment during the second examination period

Written assessment with open-ended questions

Examination methods in case of permanent assessment**Possibilities of retake in case of permanent assessment**

not applicable

Extra information on the examination methods

Written exam with open questions in short essay form, and definition questions. The open questions are based on examples that were discussed in class. The definition questions question a list of concepts that is communicated throughout the semester.

Calculation of the examination mark

100% written exam

Facilities for Working Students

Absence is allowed; no additional supporting material is provided. Possibility to take an exam at a different time within the regular exam period.

Possibility of feedback by e-mail or by appointment during office hours.