

## 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 2024-2025**

A (semester 1)

Dutch

Gent

**Lecturers in academic year 2024-2025**

de Groote, Brecht

LW22

lecturer-in-charge

**Offered in the following programmes in 2024-2025**

**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, Language Technology)

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, Language Technology)

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, Language Technology)

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
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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, media, information, society, ideology, representation,  
postcolonialism, ecocriticism, (post)structuralism, gender

### 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 subject prepares for subjects such as History and Culture, Culture and Society, literary subjects, and Dutch in inter- and cross-cultural perspective. Moreover, the concepts and attitudes of abstract thinking, interpretation and reading skills contribute to research-focused classes and assignments.

### 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 ideology, 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, Butler, Adorno, etc.

### 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.

**Study material**

Type: Handbook

Name: 50 Key Terms in Contemporary Cultural Theory

Indicative price: € 27

Optional: yes

Language : English

Online Available : No

Available in the Library : Yes

Additional information: Recommended reading for those seeking additional information or contexts.

Type: Slides

Name: Slides and students' notes based on lectures

Indicative price: Free or paid by faculty

Optional: no

Available on Ufora : Yes

Online Available : Yes

**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, 2<sup>nd</sup> edition). *Cultural theory: the key concepts*. Routledge.

Smith, P. & Riley, A. (2009, 2<sup>nd</sup> 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 lecture or over e-mail. Examples of exam questions are provided on Ufora.

**Assessment moments**

end-of-term assessment

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

Written assessment with multiple-choice questions, Written assessment with open-ended questions

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

Written assessment with multiple-choice questions, 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; multiple choice questions.

The open questions are based on examples that were discussed in class. Examples of open-ended questions and a list of key terms are provided with each course section. Examples of multiple-choice questions are provided via Ufora.

**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.