

## Cultural Media Studies (K001188)

Due to Covid 19, the education and assessment methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

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

**Credits** 5.0

**Study time** 150 h

**Contact hrs**

45.0h

**Course offerings and teaching methods in academic year 2021-2022**

A (semester 1)

English

Gent

self-reliant study activities

8.75h

**Lecturers in academic year 2021-2022**

Van de Vijver, Liesbeth

PS01

lecturer-in-charge

**Offered in the following programmes in 2021-2022**

**crdts**

**offering**

[Bachelor of Science in Social Sciences\(main subject Communication Studies\)](#)

6

A

[Bachelor of Science in Communication Science](#)

5

A

[Exchange Programme in Political and Social Sciences](#)

5

A

[Linking Course Master of Science in Communication Science\(main subject Film and Television Studies\)](#)

5

A

[Preparatory Course Master of Science in Communication Science\(main subject Film and Television Studies\)](#)

5

A

**Teaching languages**

English

**Keywords**

Cultural Media Studies, Media Theory, Popular Culture.

**Position of the course**

The aim of this course is to make the students familiar with the domain of both the theory and the analysis of popular media culture and cultural media studies. The central idea is that (mass) media plays a crucial role in the construction and determination of the ideology, taste and culture. This course is situated in the educational curriculum B.1.1, B.1.2, B.1.3 and B.5.4

**Contents**

This course contains three parts :

1. In the introduction, the issues are stated and the basic concepts, like culture, high/low culture, mass culture and popular media culture are defined.
2. In the second part we deal with the development of the theory of popular media culture and thinking about popular media culture, together with attention for the divers paradigms or perspectives like the postwar British (later international) cultural studies perspective. During this part, we constantly refer to concrete research.
3. In the last part, the perspectives are applied to several cases.

**Initial competences**

Knowledge of the communication scientific courses from 1BA and 2Ba is recommended.

**Final competences**

- 1 - To gain basic knowledge of and insight in the theory of the popular media culture and cultural media studies, as well as in the current state of research.
- 2 - To gain basic knowledge of and insight in the socio-scientific research methodology concerning popular media culture.
- 3 - To gain basic knowledge of and insight in the relationship between popular media culture and the society.
- 4 - To be aware of the social role and relevance of the cultural media studies

- and of the associated ethical, socio-cultural, juridical and economical questions.
- 5 - To form a scientifically based verdict and to take a stand in issues concerning popular media culture.

### **Conditions for credit contract**

Access to this course unit via a credit contract is determined after successful competences assessment

### **Conditions for exam contract**

Access to this course unit via an exam contract is unrestricted

### **Teaching methods**

Online group work, Online lecture, Self-reliant study activities

### **Extra information on the teaching methods**

This course combines three work forms:

- Lectures that focus on the field of cultural media studies, the contextualisation of the different perspectives and the paradigms and research methods with illustration of the concepts used.
- Guided self-study in which the students themselves gain knowledge by processing the provided knowledge of the handbook. During the lectures, the knowledge that is provided in the handbook is contextualised and is provided with illustrations based on case studies.
- Group work: students will work in small groups to produce a visual essay.

### **Learning materials and price**

Handbook: John Storey's (2018) 'Cultural Theory and popular Culture: An Introduction' (8th ed.), published by Routledge.

PowerPoint hand-outs available via UFORA.

Potentially additional texts available via UFORA.

For free downloadable or electronically available material, an amount of 5 eurocent per page needs to be counted.

Estimated total price: 35 EUR

### **References**

- Strinati, D. (1995). An introduction to Theories of Popular Culture. London: Routledge.
- Barker, C. (2000). Cultural Studies. Theory and Practice. London: Sage.
- Lewis, J. (2002). Cultural Studies. The Basics. London: Sage.

### **Course content-related study coaching**

Interactive support via UFORA (PowerPoint presentations, student information,...).

Support via e-mail.

### **Assessment moments**

end-of-term and continuous assessment

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

Written examination with open questions

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

Written examination with open questions

### **Examination methods in case of permanent assessment**

Report, Participation, Assignment

### **Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible

### **Extra information on the examination methods**

Periodical evaluation (60%): written exam with open-ended questions

Non-periodical evaluation (40%): visual essay assignment (30%) and overall participation (10%)

### **Calculation of the examination mark**

Periodical evaluation (60%): written exam with open-ended questions

Non-periodical evaluation (40%): visual essay assignment (30%) and overall participation (10%)

If you pass the section "non periodical evaluation", this component should not be retaken at the second examination period. However, you always have the right to use your full second examination opportunity if you do not yet pass the entire course. The last exam result achieved counts when calculating the final result.

#### **Facilities for Working Students**

If you contact the lecturer in time, working students have the possibility to be exempt from attendance, to participate in the exam at a different time (possibly in modified exam form) and to receive feedback at an alternative time. The visual essay assignment is made individually.