Course Specifications
Valid as from the academic year 2018-2019

Cultural Media Studies (K001188)

Course

Lecturers in academic year 2018-2019
De Ridder, Sander
PS01 lecturer-in-charge

Course offerings in academic year 2018-2019
A (semester 1) English

Offered in the following programmes in 2018-2019

<table>
<thead>
<tr>
<th>Programmes</th>
<th>crds</th>
<th>offering</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Science in Social Sciences (main subject Communication Studies)</td>
<td>6</td>
<td>A</td>
</tr>
<tr>
<td>Bachelor of Science in Communication Science</td>
<td>5</td>
<td>A</td>
</tr>
<tr>
<td>Exchange Programme in Political and Social Sciences</td>
<td>5</td>
<td>A</td>
</tr>
<tr>
<td>Linking Course Master of Science in Communication Science (main subject Film and Television Studies)</td>
<td>5</td>
<td>A</td>
</tr>
<tr>
<td>Preparatory Course Master of Science in Communication Science (main subject Film and Television Studies)</td>
<td>5</td>
<td>A</td>
</tr>
</tbody>
</table>

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

(Affirmed)
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
Group work, 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
PowerPoint hand-outs available via Minerva.
Potentially additional texts available via Minerva
For free downloadable or electronically available material, an amount of 5 eurocent per page needs to be counted.
Estimated total price: 35 EUR

References

Course content-related study coaching
Interactive support via Minerva (PowerPoint presentations, student information,...)
Office hours on appointment (both for the lecturer and the assistants: appointment via email)

Evaluation methods
end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period
Written examination with open questions

Examination methods in case of periodic evaluation during the second examination period
Written examination with open questions

Examination methods in case of permanent evaluation
Assignment, peer assessment, report

Possibilities of retake in case of permanent evaluation
not applicable

Extra information on the examination methods
Periodical evaluation (70%)
The exam consists of three series of questions.
- The first series of questions (quotation series 1/5) are short questions where the students need to interpret and explain concepts, authors and important academic literature.
- The second series (quotation series 2/5) is about situating and explaining authors and/or concepts based on examples.
- The third series (quotation 3/10) is a kind of essay, that gauges how students know how to explain, interpret and contextualize theoretical concepts and how to apply them on concrete cases.

Non-periodical evaluation (30%)
-Evaluation in the form of review (50%) and evaluation of essay (50% (inclusive of peer assessment).

Calculation of the examination mark

(Approved)
Periodic assessment: 70%
- Evaluation in the form of an examination in one of the two official examination periods.

Non-periodical evaluation (30%)
- Evaluation in the form of review (50%) and evaluation of essay (50% (inclusive of peer assessment)).

If you pass the section "[non-periodical evaluation / periodical evaluation]", this component should not be retake 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 teacher 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 report is made individually.