Course Specifications
Valid as from the academic year 2019-2020

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

<table>
<thead>
<tr>
<th>Credits</th>
<th>Study time</th>
<th>Contact hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.0</td>
<td>150 h</td>
<td>45.0 h</td>
</tr>
</tbody>
</table>

Course offerings and teaching methods in academic year 2019-2020

A (semester 2)  
English  
lecture 27.5 h  
guided self-study 8.75 h  
group work 8.75 h

Lecturers in academic year 2019-2020

Dhaenens, Frederik  
PS01  
lecturer-in-charge

Offered in the following programmes in 2019-2020

<table>
<thead>
<tr>
<th>Programme</th>
<th>crdts</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 Social Sciences (main subject Political Sciences)</td>
<td>6</td>
<td>A</td>
</tr>
<tr>
<td>Bachelor of Science in Social Sciences (main subject Sociology)</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>Joint Section Bachelor of Science in Social Sciences</td>
<td>6</td>
<td>A</td>
</tr>
<tr>
<td>Exchange programme in Economics and Business Administration</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>Linking Course Master of Arts in Gender and Diversity</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

Media studies, media theory, cultural studies, diversity, identity, popular culture

Position of the course

Diversity and identity have become key notions in contemporary societies. Both in popular and academic debate, socio-cultural issues related to social class, racial, ethnic, gender, and sexual identities are being broached. Within these debates, we hear voices who stress to fix/essentialize identity and to control/contain diversity. On the other hand, there are those who urge to consider identity as hybrid, fluid and diverse, and who aim to emancipate those who are excluded or made inferior. This course is particularly concerned with how contemporary media and popular culture deal with (these debates on) diversity and aims to provide students with knowledge and insight into the role media and culture assume in the process of making sense of the world. This course fits within the learning pathway ‘Film- and Television Studies’.

Contents

Drawing on various perspectives within media, communication and cultural studies, this course starts from the following questions on media, culture and diversity: What approaches are used by media and popular culture to represent diversity? What kinds of diversity are tackled and which ones are ignored? How do audiences respond to stereotypical representations of specific identities? To answer these and other diversity-related questions, this course assumes a critical, holistic and contextual approach. It focuses on particular types of media (film, popular music, television, print media, digital
media...), takes into account the role of production, text, and reception in the process of making meaning of diversity, and uses timely examples/cases from Western media and popular culture as illustrations to the issues at stake.

Initial competences
Having passed first bachelor course ‘Communication Science’ successfully, or having obtained similar competences in another way.

Final competences
1. Being able to describe, explain and reflect on the key concepts, important theories, and contemporary debates prevailing in the research on media, culture and diversity.
2. Being able to apply key concepts onto contemporary phenomena that relate to media, culture and diversity in order to make a make a scholarly sound and informed judgment and evaluation of these phenomena.
3. Being able to argue what the relevance is of media, communication and cultural studies for the analysis of contemporary problems and, as such, to demonstrate the societal role and responsibility of a media and communication scholar.
4. Being able to successfully conduct a small research project on diversity and popular (media) culture in group.
5. Being able to clearly and concisely communicate a research project on diversity and popular (media) culture to fellow students.

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

Conditions for exam contract
This course unit cannot be taken via an exam contract

Teaching methods
Guided self-study, group work, lecture

Extra information on the teaching methods
This course combines different teaching methods:
• Lecture: offering an introduction to key concepts, important theories, and contemporary debates prevailing in the research on media, culture and diversity.
• Self-reliant study activities: students individually and independently process and assess additional scholarly literature that deals with the content of the course, as preparation to the formal lectures.
• Group work: Students work together on understanding a contemporary case that links up to one or more of the key issues and concepts presented within the course and present the case in class.

Learning materials and price
Downloadable Powerpoint slides
Personal notes
Additional scholarly literature (max. 2 book chapters or articles per seminar)

References

Course content-related study coaching
Interactive support through Minerva (forums, information about exam, additional documents,...)
Coaching: Prof. Frederik Dhaenens (by appointment)

Evaluation methods
end-of-term evaluation and continuous assessment

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

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

Examination methods in case of permanent evaluation
Participation, assignment, peer assessment

Possibilities of retake in case of permanent evaluation
examination during the second examination period is possible in modified form

(Approved)
Extra information on the examination methods

This course uses two examination methods: the written exam (75%) and an evaluation of the group assignment (written paper and presentation) (25%).

The written exam consists of questions of reproduction, insight and application:

- The questions of reproduction and insight test the student’s knowledge and understanding of the key concepts, important theories, and contemporary debates.
- The questions of application evaluates the student’s abilities to apply the key concepts onto contemporary, relevant events within contemporary media culture.

Evaluation assignment:

- Writing a group paper and giving a presentation based on the analysis of a contemporary case.

Students’ final score for their group assignment can be changed based on the outcome of students' confidential peer feedback of their group members.

Calculation of the examination mark

- Periodic evaluation (75%)
- Continuous assessment (25%)

Facilities for Working Students

After consultation with lecturer-in-charge