

Cultural Media Studies (K001188)

Wegens Covid19 kan mogelijk afgeweken worden van de onderwijs- en evaluatievormen. Dergelijke afwijkingen zullen via Ufora worden gecommuniceerd.

Cursusomvang *(nominale waarden; effectieve waarden kunnen verschillen per opleiding)*

Studiepunten 5.0 **Studietijd** 150 u **Contacturen** 45.0 u

Aanbodsessies en werkvormen in academiejaar 2020-2021

A (semester 1) Engels Gent zelfstandig werk 8.75 u

Lesgevers in academiejaar 2020-2021

De Ridder, Sander PS01 Verantwoordelijk lesgever

Aangeboden in onderstaande opleidingen in 2020-2021

	stptn	aanbodsessie
Bachelor of Science in Social Sciences (afstudeerrichting Communication Studies)	6	A
Bachelor of Science in de communicatiewetenschappen	5	A
Uitwisselingsprogramma politieke en sociale wetenschappen	5	A
Schakelprogramma tot Master of Science in de communicatiewetenschappen (afstudeerrichting film- en televisiestudies)	5	A
Voorbereidingsprogramma tot Master of Science in de communicatiewetenschappen (afstudeerrichting film- en televisiestudies)	5	A

Onderwijstalen

Engels

Trefwoorden

Cultural Media Studies, Media Theory, Popular Culture.

Situering

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

Inhoud

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.

Begincompetenties

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

Eindcompetenties

- 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.

Creditcontractvoorwaarde

Toelating tot dit opleidingsonderdeel via creditcontract is mogelijk mits gunstige beoordeling van de competenties

Examencontractvoorwaarde

De toegang tot dit opleidingsonderdeel via examencontract is open

Didactische werkvormen

Zelfstandig werk, online groepswork, online hoorcollege

Toelichtingen bij de didactische werkvormen

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.

Leermateriaal

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

Referenties

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.

Vakinhoudelijke studiebegeleiding

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

Support via e-mail.

Evaluatiemomenten

periodegebonden en niet-periodegebonden evaluatie

Evaluatievormen bij periodegebonden evaluatie in de eerste examenperiode

Schriftelijk examen met open vragen

Evaluatievormen bij periodegebonden evaluatie in de tweede examenperiode

Schriftelijk examen met open vragen

Evaluatievormen bij niet-periodegebonden evaluatie

Participatie, werkstuk, verslag

Tweede examenkans in geval van niet-periodegebonden evaluatie

Examen in de tweede examenperiode is mogelijk

Toelichtingen bij de evaluatievormen

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

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

Eindscoreberekening

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.

Faciliteiten voor werkstudenten

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.