

# **MCC Module Guide**

## **BA (Hons) Media, Culture, Communication & BA (Hons) English and Media & Cultural Studies**



Note: EMCS students take half of their modules from the English Department – see English module guides for full details of English modules

# MCC Programme Structure

## **Media, Culture, Communication – Level 4**

### **Semester One**

4100MEDCUL Studying Culture - MCC – Core -20

4101MEDCUL Media Texts – MCC - Core -20

4106MEDCUL Communicating Politics and Protest - MCC - Core - 20

### **Semester Two**

4103MEDCUL Media Institutions and Audiences – MCC – Core - 20

4104MEDCUL Professional Writing – MCC – Core - 20

4105MEDCUL Introduction to Media and Cultural Industries - MCC – Core – 20

## **Media, Culture, Communication - Level 5**

### **Semester One**

5100MEDCUL Public Communication – Core – 20 – MCC

5101MEDCUL Analysing Entertainment Media – Core – 20 - MCC

5102MEDCUL Research Methods – Core – 20 - MCC

### **Semester Two**

5103MEDCUL Media and Cultural Theory – MCC Core – 20

Choose **two** modules from:

5104MEDCUL Public Relations – MCC option - 20

5105MEDCUL Popular Journalism: Research in Practice – MCC option – 20

5109MEDCUL Mediating Popular Culture – MCC Option – 20

# MCC Programme Structure

## Media, Culture, Communication - Level 6

You must choose one from the following two yearlong research options

### Yearlong

6100MEDCUL MCC Dissertation – 40 credits

### Or

6119MEDCUL Media and Cultural Industries – 40 credits

### Semester One

6104MEDCUL Media Policy and Regulation – Core – 20 - MCC

Choose **one** from the following options:

6110MEDCUL Popular Fiction and Publishing – Option - 20 – MCC

6115MEDCUL Mediating Diversity – Option – MCC - 20

6116MEDCUL Social and Digital Media – Option – MCC – 20

6106SOC Sport, Crime and Politics – Option – MCC – 20

6118MEDCUL Britain, Brexit, Europe and the Media – Option – 20 – MCC

## Media, Culture, Communication - Level 6

### Semester Two

6103MEDCUL Culture and Identity – CORE – 20 - MCC

Choose **one** from:

6108MEDCUL Consumer Culture – Option – 20 - MCC

6109MEDCUL Digital Writing - Option – 20 - MCC

6117MEDCUL Screen Media – Option – 20 - MCC

# EMCS Programme Structure

## EMCS - Level 4

### Semester One

4101MEDCUL Media Texts – EMCS - Core - 20

4109ENGL Critical Keywords for English – EMCS – Core – 20

4107ENGL Liverpool Legacies – EMCS – Core – 20

### Semester Two

4103MEDCUL Media Institutions and Audiences – EMCS – Core - 20

4104MEDCUL Professional Writing – EMCS – Core - 20

4103ENGL Literary and Cultural Theory – EMCS - Core - 20

## EMCS Level 5

### Semester One

5100MEDCUL Public Communication – Core – 20 – EMCS

Choose **two** from the following option modules:

5102ENGL Body, Mind and Soul: C17th Literature and Culture - Option – 20 – EMCS

5111ENGL Romanticisms - Option – 20 – EMCS

5119ENGL English Work Experience - Option – 20 – EMCS

5107ENGL Modernism and Modernity - Option – 20 – EMCS

5112ENGL Short Cuts: Writing in Brief - Option – 20 – EMCS

# EMCS Programme Structure

## EMCS - Level 5

### Semester Two

Choose **two** option modules from the following:

5104MEDCUL Public Relations – EMCS Option – 20

5105MEDCUL Popular Journalism – EMCS Option – 20

5109MEDCUL Mediating Popular Culture – EMCS Option - 20

Choose **one** option module from the following:

5108ENGL Poetry Matters – Option – 20 - EMCS

5109ENGL Post-colonial Writing: Power, Art and Protest - Option – 20 – EMCS

5114ENGL The Victorians: Realism and Sensation - Option – 20 – EMCS

5125ENGL Life-Stories: Telling tales and keeping secrets in Autobiographical Writing - Option – 20 – EMCS

5124ENGL Migrants to the Screen – Option – 20 - EMCS

# EMCS Programme Structure

## EMCS - Level 6

### Yearlong

You should choose **one** of the following two yearlong research options

6111MEDCUL EMCS Dissertation – 40 - EMCS

### OR

6119MEDCUL Media and Cultural Industries – 40 - EMCS

### Semester One

You should choose **two** from the following options:

6117ENGL World Literature - Option – 20 – EMCS

6110ENGL Post-Millennial Fiction - Option – 20 – EMCS

6122ENGL Transitions: identities in the Inter-War Years - Option – 20 – EMCS

6116ENGL Vamps and Villains: Exploring Gothic Fiction - Option – 20 – EMCS

6110MEDCUL Popular Fiction and Publishing – Option - 20 – EMCS

6118MEDCUL Britain, Brexit, Europe and the Media– Option – 20 – EMCS

6115MEDCUL Mediating Diversity – Option – 20 - EMCS

6116MEDCUL Social and Digital Media – Option – 20 - EMCS

### Semester Two

Choose **two** from:

6109MEDCUL Digital Writing - Option – 20 - EMCS

6117MEDCUL Screen Media – Option – 20 - EMCS

6111ENGL Shakespeare - Option – 20 – EMCS

6124ENGL Violence in the Nineteenth Century - Option – 20 – EMCS

6109ENGL Our House: Representing Domestic Space - Option – 20 – EMCS

6103ENGL Feminist Fictions – 20 - EMCS

# MCC

## Level 4

# Modules



# First Year Modules – Level 4

## Semester One

### 4100MEDCUL Studying Culture – 20 credits – Semester One (Core Module for MCC Students)

#### What is the module about?

What exactly is ‘culture’? How have people defined it, or made judgements about it? Why is it important to our everyday lives? How have researchers tried to study culture and what it means to people? This module aims to answer these questions!

In thinking seriously about ‘culture’ and what it means to us, the module explores two areas in particular: ‘student culture’ and everyday culture’. It also introduces you to a field of study known as Cultural Studies, which developed the idea that ‘culture’ should be defined as something different to *elite* culture for a narrow audience, and tackled the question of how to study popular, everyday forms of culture.

One more aim for the module is to introduce you to the ‘culture’ of being at university, by getting you to think about how you will learn best as a university student, and how you can make the most of the tuition you receive, and start to become an active learner engaging in undergraduate-level study and research. The assessments on the module are designed to develop different skills but always with that overall aim in mind.

#### How will I be assessed?

1. Group presentation – 10 mins - 40% of module mark
2. Future Focus E-Learning task – 10% of module mark
3. Essay – 2,000 words - 50% of module mark

#### Indicative syllabus outline

What is culture? How British Cultural Studies got started; analysing popular culture; researching texts and researching people; representation, stereotypes and student fashion; representation, discourse and choosing a degree course; studying audiences; career skills and planning.

#### What should I read?

Storey, J. (2018) *Cultural theory and popular culture: an introduction*. 8th edition. London: Routledge



Barker, C. and Jane, E. (2016) *Cultural studies: theory and practice*. 5th edition. London: Sage

Stokes, J. (2013) *How to do media and cultural studies*. London: Sage

Strinati, D. (2004) *An introduction to theories of popular culture*. 2<sup>nd</sup> edition. London: Routledge

## **4101MEDCUL Media Texts – 20 credits – Semester One (Core Module for MCC and EMCS Students)**

### **What is the module about?**

This module will enable students to analyse the social, cultural and political importance of the mass media in precise ways. Centrally positioned as leisure resources and tools of citizenship, the media have a major impact on how we understand our world, ourselves and other people. At the same time, the media cannot be taken as simply offering 'windows on the world'; the image of reality that we get from television, radio, music, press, the internet and film is more accurately understood as a construction whose version of reality is influenced as much by economic, political and aesthetic factors as it is by the world in which we live.

A media text can be broadly defined as an object produced with the intention of engaging an audience. Media texts are distinctive in that they have a variety of forms both in terms of distinct media types (e.g. in publishing we have books, magazines, newspapers and so on) and across different media (e.g. a programme like *Love Island* is consumed across a variety of media such as its official website, fan forums, as well as the TV shows). This module will introduce you to a range of methods for studying media texts, and their relevance for an understanding of contemporary socio-cultural debates.

### **How will I be assessed?**

1. Annotated bibliography on an aspect of the media – 1,500 words - 30% of module mark
2. Essay – 2,000 words - 70% of module mark

### **Indicative syllabus outline**

How meaning is made; finding and evaluating academic sources; theories of genre; questions of representation; understanding semiotics; methods for textual analysis; mise-en-scene; content analysis.

### **What should I read?**

Branston, G. and Stafford, R. (2010) *The media student's book*. 5<sup>th</sup> edition. London: Routledge

Hodkinson, P. (2017) *Media, Culture and Society: an introduction*. 2nd edition  
London: Sage

McKee, A. (2003) *Textual analysis*. London: Sage

Stokes, J. (2013) *How to do media and cultural studies*. London: Sage

## **4106MEDCUL Communicating Politics and Protest – 20 credits – Semester One (Core Module for MCC and IRP Students)**

### **What is the module about?**

This module introduces you to a range of techniques for the analysis of political activism and political communication. It also pays particular attention to new and emerging methods of communicating information on a variety of social and digital media platforms. It will look at key moments during the development of social media and net platforms such as the Arab Spring, and the Black Lives Matter and the #MeToo movements. The module will assess how online and social media have transformed political communication and empowered grassroots activists to become involved in major political issues

### **How will I be assessed?**

1. Portfolio – annotated examples of political communication – 1,500 words – 30% of module mark
2. Essay – Exploring key concepts for the study of political communication with reference to examples of relevant political communication - 2,000 words - 70% of module mark

### **Indicative outline syllabus**

Introduction to Political Communication; the Public Sphere; (New) Social Movements; Alternative Media activism; Digital Activism; Political parties, protest groups and their political communication strategies.

### **What shall I read?**

Atton, C. (2008). *Alternative Journalism*. London: Sage.

Castells, M. (2015). *Networks of outrage and hope: Social Movements in the Internet Age*. Malden, MA.: Polity Press.

Hoey, P. (2018). *Shinners, Dissos, and Dissenters*. Manchester: Manchester University Press.

Lievrouw, L. (2011). *Alternative and Activist New Media*. London: Routledge.

Waltz, M. (2005). *Alternative and Activist Media*. Edinburgh University Press.

## **Semester 2 Modules**

### **4103MEDCUL Media Institutions and Audiences – 20 credits – Semester Two (Core Module for MCC and EMCS students)**

#### **What is this module about?**

This module builds on your work in semester one by examining two key areas in the study of the media: institutions and audiences. Media institutions have public obligations, but are far more often than not run as businesses, though they can be run in different ways and with different motivations. We will look at their strategies to maintain power and at their histories.

In particular, we will consider broadcast media institutions and examine the tensions that are created when trying to serve the public interests of citizens and the private interests of shareholders. Case studies include the BBC and early radio, ITV and the early years of television and the rise of Sky in an era of apparent deregulation. We will also look at the notion of regulation more broadly, with an emphasis on the work of the regulatory bodies Ofcom and the BBFC. We will conclude our discussion of institutions by examining post-broadcast and the rise of streaming cultures.

In the second block of the module we consider media audiences: asking what we know about them, what assumptions are often made about them, what audiences may take from their consumption of media, and how we can go about researching audiences and their responses to the media. We will consider a range of topics including early research into media effects, uses and gratifications theory, the encoding/decoding model and ethnographic studies of domestic media consumption.

#### **How will I be assessed?**

1. Essay on media institutions – 1,500 words – This assignment requires you to select one question from a list and construct an essay which engages with that question - 40% of module mark
2. Examination on media audiences – 2 hours -- This assignment is a seen examination. You will receive a copy of the exam paper in advance of an examination that will take place during the assessment period. You will answer two questions on an aspect of media audiences and will engage with those questions in the form of a short essay (under exam conditions) - 60% of module mark

#### **Indicative syllabus outline**

Competing models of broadcasting; Media policy; Political economy of the media; Post-broadcast and the rise of streaming cultures; The encoding/decoding model; Ethnography; Participation, interactivity and digital audiences.

## What should I read?

Brooker, W and Jermyn, D (eds) (2003) *The Audiences Reader*. London: Routledge

Consalvo, M and Ess, C (2011) *The handbook of internet studies*. Chichester: Wiley-Blackwell

Curran, J and Seaton, J (2018) *Power without Responsibility: press, broadcasting and the internet in Britain*. New York: Routledge

Hardy, J (2014) *Critical political economy of the media: an introduction*. London: Routledge

Hesmondhalgh, D (2018) *The Cultural Industries*. 4th edition. London: Sage

Hodkinson, P. (2017) *Media, Culture and Society: an introduction*. Los Angeles: Sage.

Livingstone, S (2009) *Children and the Internet*. Cambridge: Polity Press

Ruddock, A (2001) *Understanding Audiences*. London: Sage

## **4104MEDCUL Professional Writing – 20 credits – Semester Two (Core Module for MCC and EMCS Students)**

### **What is the module about?**

Professional Writers produce content for audiences. On this module you will develop your writing skills to a professional standard, examining both journalism and academia, to produce an original portfolio of writing, containing a feature, review, news story and podcast. You will also critically reflect upon your work and the influence of your practice on content.

### **How will I be assessed?**

1. Portfolio – 2,500 words - You will produce a portfolio containing different journalism styles: a podcast, a feature, a news story, and a review. Your attendance at a news conference and visit to a cultural venue will inform your portfolio – worth 70% of module mark
2. Reflection – 1,500 words – You will reflect upon your own professional practice in producing the different forms of journalism while considering its place in contemporary journalistic practice – worth 30% of module mark

### **Indicative syllabus outline**

Contemporary forms of journalism and the impact on professional practice; Attribution and referencing; Editing and proof-reading; Writing to meet a brief; How to reflect on professional Practice; Journalistic practice, e.g. print and online, podcasts.

### **What should I read?**

Burns, S (2012) *Understanding Journalism*. 2nd edition. New York: Sage

Frost, C (2010) *Reporting for Journalists*. London: Routledge

Wheeler, A (2019) *Writing for the Media*. Bingley: Emerald Publishing

## **4105MEDCUL Introduction to Media and Cultural Industries - 20 Credits - Semester Two (Core Module for MCC Students)**

### **What is the module about?**

From the beginning of your degree, we want you to be able to think about the professional and commercial practice of media and cultural industries either in relation to work related learning or understanding how communications problems arise and are resolved. We want you to be able to develop key transferable skills including team management and problem solving which will, in turn, enhance your employability.

On this module we will look at marketing communications in two distinct media and cultural industries: tourism and leisure. There will be two assignments, one looking at the travel industry which will act as formative assessment for the second assignment which will ask you to work in groups to produce a proposal for a new festival that will address current initiatives and policies surrounding Equality, Diversity and Inclusion.

We work with an exciting array of partners who will come in to talk and work with you; from working on the marketing of the new Ken Dodd 'Doddy' Day with Liverpool Comedy Trust, to analysing social media marketing with the partners from Homotopia Festival and the Liverpool Arab Arts Festival, even liaising with Culture Liverpool themselves on the different Festival Bids they receive through Liverpool Council. There is something for everyone and some really interesting routes into developing your employability by putting theory into practice.

### **How will I be assessed?**

1. Essay – 1,500 words – industry profile – worth 40% of module mark
2. Group Report – 2,000 words – worth 60% of module mark

### **Indicative syllabus outline**

Examining a range of case studies of media, culture and communication industries; Developing awareness of the range of industries that the degree programme can prepare students for; Address key factors that can enhance students' employability; Guest lectures and workshops with industry-based Guest Speakers and Alumni; Provides students with the opportunity to produce a work-related report, focusing on one specific industry examined during the module; Sessions and assessment tasks that develop key transferable skills of mediation, collaborative working and problem solving.

Indicative industry case studies include:

Festivals; Tourism and travel; Museums and galleries; TV and film; Social & digital media; Popular music cultures.

## What should I read?

Abram, S et al (eds) (1997) *Tourists and Tourism. Identifying with People and Places*. Oxford: Berg

Andrews, H (2011) *The British on Holiday*. Bristol: Channel View Publications

Bennett, J (2001) *Introduction to Travel and Tourism Marketing*. Lansdowne: Juta Education

Cooper, C (2005) *Tourism: Principles and Practice*. London: Pearson Education

Franklin, A (2003) *Tourism: An Introduction*. London: Sage

McGuigan J. (1996) *Culture and the Public Sphere*. London: Routledge

Middleton, V et al (2009) *Marketing, Travel and Tourism*. London: Routledge

# MCC

## Level 5

# Modules



**Level 5 students pitching their Public Information Campaign in Public Communication**



# Second Year Modules - Level 5

## Semester One

### 5100MEDCUL Public Communication – 20 credits – Semester One (Core Module for MCC and EMCS Students)

#### What is the module about?

Public Communication is about advertising and its role in awareness raising, communicating information and persuasion. In the first block of the module you are introduced to the study of advertising as persuasive communication and you will examine both theoretical and popular responses to advertising as a cultural form and develop critical analytical skills to deconstruct it. We will then move on to the world of Public Information Campaigns (PICs), those not-for-profit campaigns that encourage us to eat healthily, to drive soberly and to engage in sexual activity safely. Public Information Campaigns (PICs) are usually undertaken to address some sort of perceived social problem: we are too obese, liable to speed in our cars, nutritionally lacking or we are from a group with low rates of participation in areas of leisure, employment or education.

In the second block of the module you will research, plan and design a campaign as a campaign team and pitch that campaign. We believe that you can gain an enormous amount from active engagement with real-world issues and from working together to plan and pitch a campaign. We hope you make the most of this opportunity and present us with a creative and persuasively pitched Public Information Campaign. The campaign that you produce and pitch will be developed in relation to a live client brief. The client will also be on the assessment panel!

#### How will I be assessed?

1. Group Pitch and Submission of Campaign Materials – 10-12 minutes – This assessment requires you, as a team, to develop and pitch a Public Information Campaign on a client-defined issue - 60% of module mark
2. Individual Campaign Reflection – 1,500 words – The Individual Campaign Reflection asks you to concisely reflect on your role in your group's Campaign, on the strengths and weaknesses of the campaign pitched and of the piece of campaign communication produced by the campaign team - 40% of module mark

## Indicative syllabus outline

Organising Persuasion: The Advertising Agency; Persuasion as Manipulation; Persuasion and Lifestyles; Communicating Gender – Erving Goffman; Introduction to Public Information Campaigns; Client Brief and Campaign Team Questions; The Purpose and Practice of PICs; Using Social Media in Your Campaign; – Designing Campaign Communications; Pitching, Reflection and Graduate Skills.

## What should I read?

Cronin, A (2000) *Advertising and Consumer Citizenship: Gender, Images and Rights*. London: Routledge

Hovland, R. & Wolburg, J (2010) *Advertising, Society and Consumer Culture* London: Sharpe

Leiss, W. Kline, S. Jhally, S. Botterill, J (2018) *Social Communication in Advertising*. 4th edition. London: Routledge

MacRury, I (2009) *Advertising*. London: Routledge

McFall, L (2004) *Advertising: A Cultural Economy*. London: Sage

Ogilvy, D (1964) *Confessions of an Advertising Man*. London: Longman

Rodgers, S & Thorson, E (eds) (2019) *Advertising Theory*. 2nd edition London: Routledge

## **5101MEDCUL Analysing Entertainment Media – 20 credits – Semester One (Core Module for MCC Students)**

### **What is the module about?**

Analysing Entertainment Media is a module that focuses on contemporary popular television, the institutions it is produced by, the content it offers us and how we consume it according to a range of socio-cultural factors. You will explore some of the key scholarly work in Television Studies and examine this work in relation to a range of case studies, around issues such as: television and celebrity, television and fandom, the rise of television formats, new forms of documentary, television genre in the age of hybridity, the use of ordinary people on television, the representation of social issues in soaps and the rise of post-network brands such as Netflix and Amazon Prime.

### **How will I be assessed?**

1. Key Concepts Glossary – 1,500 words – In this assessment we will ask you to produce ten definitions of Key Concepts in Television Studies using your own reading and relevant examples from popular television – 50% of module mark
2. Essay – 2,000 word essay – Here you can choose from a range of topics relevant to the module and you will be asked to produce a detailed response to the question that features relevant examples from popular television – 50% of module mark

### **Indicative syllabus outline**

Popular Television and Television Studies; The Politics of Popular TV; Genre and Popularity; Global Television: The Triumph of the Format? Investigating Audiences; From Documentary to Game Docs; Popular TV Production; Ordinary people on Television; Fans, Taste and Popular Television; Popular Television, Personality and Celebrity; Soap and Social issues.

### **What should I read?**

Alvarado, M. Buonanno, M. Gray, H. & Miller, T. (eds) (2015) *The SAGE handbook of television studies*. London: Sage

Bignell, J. (2012) *An Introduction to Television Studies*. 3rd edition. London: Routledge

Brunsdon, C & Spigel, L (eds) (2008) *Feminist Television Criticism: A Reader*. Maidenhead: Open University Press

Miller, T (2010) *Television Studies: The Basics*. London: Routledge

Lotz, A. D (2014) *The Television will be Revolutionised*. London: New York University Press

Allen, R.C & Hill, A (eds) (2004) *The Television Studies Reader*. London: Routledge

Turner, G. & Tay, J (eds) (2009) *Television Studies after TV: Understanding TV in the Post-Broadcast Era*. London: Routledge

## **5102MEDCUL Research Methods - 20 Credits - Semester One (Core Module for MCC Students)**

### **What is the module about?**

This module aims to enable you to use primary sources in the investigation of historical and contemporary cultural and communication practices, focusing on how Digital Archives can enhance your approaches to research. By reflecting and critiquing 'The Research Process' it also enables you to develop an understanding of the different stages involved in building a research project, coming to appreciate a variety of analytical methods for examining media, culture and communication texts and practices. You will be introduced to various research methods and given the opportunity, where feasible, to begin to utilise a number of these methods for yourself. From this you will then be more confident to select effective investigative strategies appropriate for your own media, culture and communication research and the project plan we ask you to develop for the two assessments on this module.

### **How will I be assessed?**

1. Annotated Bibliography - 2,000 words - annotated bibliography on the formulation of a research question and the research process – 50% of module mark
2. Portfolio - 2,000 word portfolio demonstrating research methods 'in practice' and critical reflection on research approach and application – 50% of module mark

### **What should I read?**

#### **Core Text**

Hansen, A and Machin, D (2019) *Media and Communication Research Methods*. 2nd edition. London: Red Globe Press

#### **Recommended Reading**

Barbour, R. S. (2013) *Introducing Qualitative Research: A Student's Guide*. 2nd edition. London: Sage

Berg, B. (2009) *Qualitative Research Methods for the Social Sciences*. London: Allyn and Bacon

Berger, A. A. (2019) *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. 5th edition. London: Sage

Bertrand, I. and Hughes, P. (2017) *Media Research Methods: Audiences, Institutions, Texts*. 2nd edition. London: Palgrave Macmillan

Davies, M. M. (2006) *Practical Research Methods for Media and Cultural Studies: Making People Count*. Edinburgh: Edinburgh University Press

Deacon, D. et al (2007) *Researching Communications: A Practical Guide to methods in Media and Cultural Analysis*. London: Bloomsbury

Denzin, N and Lincoln, Y. S. (2017) *The Sage Handbook of Qualitative Research Methods*. 5th edition. London: Sage

Denzin, N. (2012) *Collecting and Interpreting Qualitative Materials*. 4th edition. London: Sage

Lee-Treweek, G. and Linkogle, S. (2000) *Danger in the Field: Risk and Ethics in Social Research*. London: Routledge

# Second Year Modules - Level 5

## Semester Two

### 5103MEDCUL Media and Cultural Theory – 20 credits – Semester Two (Core Module for MCC Students)

#### What is the module about?

Media and Cultural Theory offers you the opportunity to trace the theoretical roots of our subject area and to develop skills and knowledge around theorising, critique and analysis. We take key terms such as hegemony, post-feminism, structuralism and postmodernism and seek to understand how they came to be so vital to the study of media, culture and communication. We deal with core issues such as race, class, gender politics and how media and culture are sites for the reproduction and transformation of power relations. Along the way we will offer you the opportunity to critique and apply these ideas in the theorisation and analysis of media texts and cultural practices. The module culminates with you developing an essay plan and research essay based on your own analysis and theorisation of a case study media text of your choice.

#### How will I be assessed?

1. Essay Plan – 1,500 words – the plan acts as the foundation for assignment 2, the research essay – worth 30% of module mark
2. Research Essay – 2,500 words – the final essay is based on the choice of a question embedded in a theoretical approach relevant to the module and a case study media text selected by the student – worth 70% of module mark

#### Indicative syllabus outline

Marxist approaches to media and culture; structuralist approaches to media and culture; semiotic analysis of media and culture; postmodern media culture; theorising gender in media and culture; critical race theory approaches to media & culture  
Indicative case studies:

Postmodern film; Gramsci and hegemony; subcultures; Barthes, mythology & advertising; feminism and femininities in media texts; hegemonic masculinity/ies; race and racism in print advertising.

#### What should I read?

Barker, C and Jane, E (2016) *Cultural studies: theory and practice*. 5th edition. London: Sage

Cobley, P. (ed.) (2010) *The Routledge companion to semiotics*. [Online]. London ; New York ; London ; New York :, Routledge.

Elliot, A and Turner, B (eds) (2001) *Profiles in Contemporary Social Theory*. London: Sage

Fiske, J. (2011) *Introduction to communication studies* . 3rd ed.. New York : Routledge.

Hills, M (2005) *How to do things with cultural theory*. London: Hodder-Arnold

Hodkinson, P (2017) *Media, Culture and Society: an introduction*. 2nd edition London: Sage

Laughey, D (2007) *Key Themes in Media Theory*. Maidenhead: Open University

Lechte, J (1994) *Fifty Key Contemporary Thinkers*. London: Routledge

Stokes, J (2013) *How to do media and cultural studies*. London: Sage

Storey, J. (2009) *Cultural theory and popular culture [electronic resource]: an introduction* . 5th ed. Harlow, England. New York: Pearson Longman.

## **5104MEDCUL Public Relations – 20 credits – Semester Two (Option Module for MCC and EMCS Students)**

### **What is the module about?**

The module examines a distinct field of communications practice, that of public relations – but it's not just a module for students with PR in mind as a career option. We're all familiar with the concept and the language of 'spin'. PR practices have become pervasive: tactics that we see people engaging in all the time, from politicians to reality TV celebrities. This module enables you both to critique what goes on in the name of public relations and also to make creative use of its tools and practices. PR has to operate as part of a network of related media industries, such as journalism, the celebrity industry, broadcasting and so on. We examine those relationships as part of understanding how the wider world of the media operates.

Central to the module is the idea of producing effective communication – in our case, effective, persuasive writing. We think about how organisations go about doing this: how they cope with challenges that threaten their reputation, and how they take advantage of opportunities to build up their reputation – something that takes long term planning, and which we see as now important to almost all fields of graduate employment.



## How will I be assessed?

1. Report – 1,500 words - evaluating online communications by and about a particular organisation – 30% of module mark
2. Portfolio - 3,000 words - comprising a news release and a proposed campaign outline for a named organisation, on a topical theme chosen from those listed – 70% of module mark

## Indicative syllabus outline

Strategic and stakeholder public relations; Internet research and evaluation skills; Ethics and corporate social responsibility; Journalism and public relations; Writing skills for public relations; Public relations campaigns and campaigning; Public relations, media industries and the changing demands of the digital environment; Managing social media.

## What should I read?

Coombs, W & Holladay, S (2014) *It's not just PR: public relations in society*.

Chichester: Wiley-Blackwell

Foster, J (2012) *Effective Writing Skills for Public Relations*. London: Kogan Page

Gregory, A (2015) *Planning and Managing Public Relations Campaigns: a strategic approach*. London: Kogan Page

Theaker, A (ed) (2016) *The Public Relations Handbook*. London: Taylor Francis

## **5105MEDCUL Popular Journalism: Research in Practice – 20 credits – Semester Two (Option for MCC and EMCS Students)**

## What is the module about?

Magazines are a popular form of journalism, read by many thousands and often staffed by freelance writers. For Popular Journalism: Research in Practice you will both critically evaluate journalistic practice, in contemporary publications like *Vogue*, *Cosmopolitan* and *When Saturday Comes*, and produce professional standard copy for real-world audiences. The module focuses upon contemporary industry practice with an emphasis on lifestyle and feature journalism; examining the influence of Instagram, gender and the political economy of journalism. You will examine a range of issues that influence the production and consumption of popular journalism. You will also learn the approach of freelance journalists by producing your own professional-standard portfolio of original reviews and features to meet the demands of real-world publications.

## How will I be assessed?

1. Essay – 2,000 words – worth 40% of module marks
2. Portfolio - 2,500 words – journalistic writing based upon field research with critical reflection – worth 60% of module mark

## Indicative syllabus outline

Analysis of popular journalistic practice; Industry and scholarly issues and debates; Journalism as a cultural practice; Digital writing and feature writing; Critical reflective practice; Field research.

## What should I read?

Holmes, T P and Nice, L (2012). *Magazine Journalism*. London: Sage.

Quinn, C (2009). *No Contacts? No Problem! How to Pitch and Sell a Freelance Feature*. North Yorkshire: Methuen Drama.

Ricketson, M and Graham, C (2018) *Writing Feature Stories*. Crow's Nest NSW: Allen and Unwin

Turner, B and Orange, R (2015) *Specialist Journalism*. London: Routledge

## **5109 MEDCUL Mediating Popular Culture – Semester Two - 20 Credits – (Option for MCC and EMCS Students)**

### What is the module about?

From Spotify to podcasting, the rise of digital media technologies has seemingly led to an ever-expanding range of ways to engage with popular culture. This module questions how far these developments have led to transformations in our experiences of popular cultural texts. For example, how is engaging with a podcast different to listening to radio? In what ways has YouTube transformed our consumption of music videos?

This module critically examines relationships between media technologies and popular culture. Paying particular attention to popular music, the module explores the implications of the mediation of music across a range of technological forms including radio, podcasting, video games, television, narrative and documentary film, YouTube and social media.

The module allows you to continue to foster your analytical skills, applying them to media and cultural texts but also to technological forms and industrial formats. Taught sessions will incorporate numerous examples from popular film, television, radio, podcasts, YouTube videos, video games and documentaries.

## **Indicative syllabus outline**

Theories of music and mediation; Format radio – top 40 and AOR/classic rock radio; Music on British and US television; Music in Hollywood cinema; Music documentary; MTV; YouTube and digital consumption; Reality TV talent shows; Music in video games; Podcasting.

## **How will I be assessed?**

1. Essay - 1,500 words - student selected essay – 40% of module mark
2. Essay - 2,500 words - essay that requires students to critically reflect upon their own uses of popular music and apply them to relevant theory – 60% of module mark

## **What should I read?**

Bolter, J. D and Grusin, R (1999) *Remediation: Understanding New Media*. London: MIT Press

Chouliaraki, L (2012) *Self-mediation: New Media, Citizenship and Civil Selves*. London: Routledge

Dubber, A. (2013) *Radio in the digital age*. Cambridge: Polity

Kember, S and Zylinska, J (2012) *Life after New Media: Mediation as a vital process*. London: MIT Press

Mundy, J (1999) *Popular Music on Screen: From Hollywood musical to music video*. Manchester: Manchester University Press

Wikstrom, P (2009) *The Music Industry: Music in the Cloud*. Cambridge: Polity Press

# Level 6 Modules



The first television-marketed UK compilation record

## Third Year Modules - Level 6

### MCC Yearlong Research Options

MCC Students should choose one of the following two yearlong research options

#### 6100MEDCUL Dissertation – Research Option 40 Credits (MCC students)

##### What is the module about?

The dissertation module requires you to undertake a sustained piece of academic analysis on a self-selected topic and present this in a proper academic form. This allows you to demonstrate a thorough understanding of theoretical and methodological issues relevant to your chosen subject of study. You must be able to demonstrate the ability to carry out a sustained piece of research on an appropriate topic and it may be the case that you are advised to undertake a fully taught module if your initial proposal is not deemed viable. The dissertation module is particularly suitable for self-directed, motivated and well-organised students.

##### Indicative syllabus outline

Getting your project started and finalising your proposal; research questions and methodological considerations; literature reviews and defining your own project; analysis, evidence and pulling it all together; searching effectively for relevant material; research ethics and collecting data; preparing for your progress report; writing strategies and time management for your dissertation.

##### Assessments:

1. Presentation – 10 mins – worth 15% of module mark
2. Dissertation – 8,000 words – worth 85% of module mark

##### What should I read?

Allison, B (2004) *The Student's Guide to Preparing Dissertations and Theses*. London: Routledge

Curran, J & Morley, D (eds) (2006) *Media and Cultural Theory*. London: Routledge

Greetham, B (2009) *How to write your undergraduate Dissertation*. Basingstoke: Palgrave Macmillan

Hart, C (2018) *Doing a Literature Review*. 2nd edition. London: Sage

Oliver, P (2013) *Writing Your Thesis*. 3rd edition. London: Sage

## **6119MEDCUL Media and Cultural Industries - Research Option - 40 Credits - (For MCC and EMCS students)**

### **What is the module about?**

This module gives you the exciting opportunity to undertake a work placement of your choice (though support and advice is available from the University) and/or focus on career planning. We want you to develop confidence in identifying and discussing the skills you have in order to present yourself as employable and ready for the world of work after graduation. The first semester offers workshops which will include invited speakers, partners and employers and will address the development of graduate level skills and the range of different opportunities available in the media, cultural and communication industries. The second semester is more personalised as we help you explore how you can build your brand and make your Portfolio unique to the skills and talents you have to offer. Working with departments across the University, like Careers, Employability and Enterprise, and invited Alumni from the course, this is the module to help you focus upon and enhance your employability.

The portfolio that you produce for your final assessment will contain a range of material exemplifying the skills that you have acquired, showing your ability to critically reflect on your own personal and professional development. This is an opportunity to be creative, to start to practice some of the skills you may require if you are looking at sectors like Digital Marketing, Social Media Marketing, even Teaching. The choice is yours to really produce a personalised piece of assessment that you could even take to interviews with you.

### **Indicative syllabus outline**

Introduction to the context of media and cultural industries; Bespoke sessions from careers, employability and enterprise; Guest speakers and alumni from media, cultural and communications industries; Key concepts for career planning, including critical reflection, networking, graduate skills, enterprise, reputation management, organisational awareness and equality, diversity and inclusion in the workplace.

### **How will I be assessed?**

1. Presentation – 10 minutes with Q&A – worth 25% of module marks
2. Portfolio – 6,000 words – Ten to twelve components from specified list – worth 75% of module marks

## What should I read?

Bassott, B (2017) *The Employability Journal*. London: Palgrave Macmillan

Boud, D and Garrick, J (eds) (1999) *Understanding Learning at Work*. London: Routledge

Cottrell, S (2019) *Fifty Ways to Boost Your Employability*. London: Red Globe Press

Gray, D (2001) *Assessment Series 11: A Briefing on Work-based Learning*. LTSN

Gregory, G et. al. (2007) *Careers in Media & Film: the essential guide*. London: Sage

Moon, J (2004) *Handbook of Reflective and Experiential Learning: Theory and Practice*. London: Routledge

Moon, J (1999) *Reflection in Learning and Professional Development: Theory and Practice*. London: Kogan Page

Moon, J (2004) *Handbook of Reflective and Experiential Learning: Theory and Practice*. London: Routledge

Moon, J (1999) *Reflection in Learning and Professional Development: Theory and Practice*. London: Kogan Page

## EMCS Yearlong Research Options

EMCS Students choose one of the following two yearlong research options

### **6111MEDCUL English and Media and Cultural Studies Dissertation - Research Option - 40 Credits (EMCS Students)**

#### **What is the module about?**

The dissertation module requires you to undertake a sustained piece of academic analysis on a self-selected topic and present this in appropriate academic form. This allows you to demonstrate a thorough understanding of theoretical and methodological issues relevant to their chosen subject of study. You must be able to demonstrate the ability to carry out a sustained piece of research on an appropriate topic and it may be the case that you are advised to undertake a fully taught module if your initial proposal is not believed to be viable. The dissertation module is particularly suitable for self-directed, motivated and well-organised students.

You will be assigned either an MCC or English supervisor as appropriate.

#### **Indicative syllabus outline**

Getting your project started and finalising your proposal; research questions and methodological considerations; literature reviews and defining your own project; analysis, evidence and pulling it all together; searching effectively for relevant material; research ethics and collecting data; preparing for your progress report; writing strategies and time management for your dissertation.

#### **How will I be assessed?**

1. Progress Report - 1,500 words – worth 15% of module mark
2. Dissertation - 8,000 words – worth 85% of module mark

#### **What should I read?**

Hart, C (2018) *Doing a Literature Review*. 2nd edition. London: Sage

Oliver, P (2013) *Writing Your Thesis*. 3rd edition. London: Sage

Allison, B (2004) *The Student's Guide to Preparing Dissertations and Theses*. London: Routledge

Curran, J & Morley, D (eds) (2006) *Media and Cultural Theory*. London: Routledge

Greetham, B (2009) *How to write your undergraduate Dissertation*. Basingstoke:



## **6119MEDCUL Media and Cultural Industries - Research Option - 40 Credits - (For MCC and EMCS students)**

### **What is the module about?**

This module gives you the exciting opportunity to undertake a work placement of your choice (though support and advice is available from the University) and/or focus on career planning. We want you to develop confidence in identifying and discussing the skills you have in order to present yourself as employable and ready for the world of work after graduation. The first semester offers workshops which will include invited speakers, partners and employers and will address the development of graduate level skills and the range of different opportunities available in the media, cultural and communication industries. The second semester is more personalised as we help you explore how you can build your brand and make your Portfolio unique to the skills and talents you have to offer. Working with departments across the University, like Careers, Employability and Enterprise, and invited Alumni from the course, this is the module to help you focus upon and enhance your employability.

The portfolio that you produce for your final assessment will contain a range of material exemplifying the skills that you have acquired, showing your ability to critically reflect on your own personal and professional development. This is an opportunity to be creative, to start to practice some of the skills you may require if you are looking at sectors like Digital Marketing, Social Media Marketing, even Teaching. The choice is yours to really produce a personalised piece of assessment that you could even take to interviews with you.

### **Indicative syllabus outline**

Introduction to the context of media and cultural industries; Bespoke sessions from careers, employability and enterprise; Guest speakers and alumni from media, cultural and communications industries; Key concepts for career planning, including critical reflection, networking, graduate skills, enterprise, reputation management, organisational awareness and equality, diversity and inclusion in the workplace.

### **How will I be assessed?**

1. Presentation – 10 minutes with Q&A – worth 25% of module marks
2. Portfolio – 6,000 words – Ten to twelve components from specified list – worth 75% of module marks

## What should I read?

Bassott, B (2017) *The Employability Journal*. London: Palgrave Macmillan

Boud, D and Garrick, J (eds) (1999) *Understanding Learning at Work*. London: Routledge

Cottrell, S (2019) *Fifty Ways to Boost Your Employability*. London: Red Globe Press

Gray, D (2001) *Assessment Series 11: A Briefing on Work-based Learning*. LTSN

Gregory, G et. al. (2007) *Careers in Media & Film: the essential guide*. London: Sage

Moon, J (2004) *Handbook of Reflective and Experiential Learning: Theory and Practice*. London: Routledge

Moon, J (1999) *Reflection in Learning and Professional Development: Theory and Practice*. London: Kogan Page

Moon, J (2004) *Handbook of Reflective and Experiential Learning: Theory and Practice*. London: Routledge

Moon, J (1999) *Reflection in Learning and Professional Development: Theory and Practice*. London: Kogan Page

## **Level 6 - Semester One**

### **6104MEDCUL Media Policy and Regulation - 20 Credits – Semester One (Core Module for MCC Students)**

#### **What is the module about?**

The module explores historical shifts in the ethics of media production and consumption in the light of changes in policy and regulation, new technologies and changes in media ownership and communication. It highlights how an appreciation of regulatory and legal contexts can enable us to gain insights into complex contemporary debates regarding issues such as the distribution of offensive media content, unethical journalistic practice and the balance between freedom of speech and the protection of privacy.

#### **How will I be assessed?**

1. Report - 1,500 words report analysing an existing policy document - 40% of module mark
2. Essay – 2,500 word essay - examines a key issue in relation to media regulation through the selection of an appropriate case study - 60% of module mark

#### **Indicative syllabus outline**

Critical political economy approaches to media regulation; analysing media policy discourse; aspects of media law; media ethics; social and digital media policy; media and journalistic ethics; contemporary regulatory case studies.

#### **What should I read?**

Curran, J and Seaton, J (2018) *Power without Responsibility: Press, Broadcasting and the Internet in Britain*. New York: Routledge

Ess, C (2020) *Digital Media Ethics*. Cambridge: 3rd edition. Polity Press

Crook, T (2013) *The UK Media Law Pocketbook*. London: Routledge

Hardy, J (2014) *Critical Political Economy of the Media*. New York: Routledge

Lunt, P and Livingstone, S (2012) *Media Regulation: Governance and the Interests of Citizens and Consumers*. London: Sage

## **6110MEDCUL Popular Fiction and Publishing – Semester One - 20 Credits – (Option available to MCC and EMCS students)**

### **What is the module about?**

Why is popular fiction popular? And how does it maintain that popularity across a range of narrative media, including books, films, TV, comics and even games? This module offers you the opportunity to analyse storytelling across a variety of commercial narrative media forms. We examine two case studies - the genres of detective fiction and the thriller – and consider how they adapt and respond to changing cultural climates from the 19<sup>th</sup> century to the present day. We also analyse the production and consumption of popular fiction within the context of creative, economic and institutional imperatives, to see how publishers, film companies, and other makers and distributors of media predict – and fail to predict - what will be popular.

### **How will I be assessed?**

1. Essay - 2,000 words – worth 50% of module mark
2. Report - 2,000 words - report on the publishing, marketing and retailing of popular fiction – worth 50% of module mark

### **Indicative syllabus outline**

Approaches to analysing popular fiction; the reader experience; popular fiction, the city and social order; morality, power and conspiracy in popular fiction; gender and popular narrative; publishing, bestsellers and the experience commodity; young adult fiction; convergence and the entertainment industries; marketing popular fiction.

### **What should I read?**

Allan, J and Pittard, C (2019) *The Cambridge Companion to Sherlock Holmes*. Cambridge: Cambridge University Press

Becker, J, Weiner, R, & Whitfield, B (2011) *James Bond in world and popular culture: the films are not enough*. 2nd edition. Newcastle upon Tyne: Cambridge Scholars

Bennett, T (1990) *Popular Fiction: Technology, Ideology, Production, Reading*. London: Routledge

Cawelti, J (2004) *Mystery, violence and popular culture*. Wisconsin: University of Wisconsin Press

Pearson, R, Smith, A, & Calbreath-Frasieur, A (2015) *Storytelling in the media convergence age: exploring screen narratives*. Basingstoke: Palgrave Macmillan

Moody, N (2011) Entertainment media, risk and the experience commodity. In: Ramone, J and Cousins, H (eds) *The Richard and Judy Book Club Reader: Popular Texts and the Practices of Reading*. Farnham: Ashgate, pp.43-58.

Plain, G (2014) *Twentieth-century crime fiction: gender, sexuality and the body*. Abingdon: Routledge

## **6115MEDCUL Mediating Diversity – Semester One - 20 Credits – (Option available to MCC and EMCS students)**

### **What is the module about?**

This module aims to equip you to explore, interpret, and analyse representations of diversity and diverse identities in the media. The module will present a range of themes and topics alongside case studies of media and cultural texts that represent and mediate key issues in contemporary culture to enable students to critically engage with diverse representations in media, culture and communication texts.

### **How will I be assessed?**

1. Media Artefact – podcast, YouTube video, etc – 10-minute duration or equivalent – worth 30% of module mark
2. Essay - 2,500 words – worth 70% of module mark

### **Indicative syllabus outline**

Representing Dissent; Representing Migration; Mediating Global Politics; Representing Race and Racism; Global Perspectives on Class Struggle;

Indicative case studies include:

Representations of democracy in the UK/US; Reporting conflict(s); Representing Pride & LGBTQIA Communities; Femininities & Masculinities; Black Lives Matter movement; #MeToo and gender power relations; Disability and migration.

### **What should I read?**

Darling-Wolf, F (2014) *Imagining the Global: Transnational Media and Popular Culture Beyond East and West*. Ann Arbor: University of Michigan Press.

Ravenscroft, M D, Hughes, B, Dann, C & Nixon, P G. (2021) *Talking Bodies III: Transformations, Movements, Expression*, Chester: Chester University Press.

Ruberg, B (2020) *The Queer Games Avant-Garde: How LGBTQ Game Makers Are Reimagining the Medium of Video Games*, Durham, NC: Duke University Press.

Sobande, F (2020) *The Digital Lives of Black Women in Britain*, Palgrave Studies in (Re)Presenting Gender Series, Cham: Palgrave Macmillan.

Zenquis, R (2019) The Intersection of Race, Gender, and Nationality in Sport: Media Representation of the Ogwumike Sisters, *Journal of Sport & Social Issues*, 43(1), pp. 23–44.

## **6116MEDCUL Social and Digital Media – Semester One - 20 Credits** **– (Option available to MCC and EMCS students)**

### **What is the module about?**

This module seeks to explore social and digital media theory and practice. We will examine the rise of new platforms and forms of storytelling and then examine the stories that they frame and tell us about various groups and individuals. We will engage in some social and digital media practice which will critically interrogate its own construction and challenge modes of representation commonly found in popular social and digital media spaces.

### **How will I be assessed?**

1. Essay – 1,500 words – Essay exploring themes and concepts relevant to the study of social and digital media – worth 40% of module mark
2. Portfolio- 2,500 words – Portfolio including reflection and theoretically informed social and digital media practice - worth 60% of module mark

### **Indicative syllabus outline**

Indicative subjects include:

Virtual communities and cybercultures; Platforms and practices; Political economy of social and digital media; Virtual identities; Online activism; Streaming cultures; Paratextual practices; Social media influencers.

Indicative case studies include: Hashtag activism; Game streaming; Fan commentaries; Instagram influencer marketing; Ephemeral media forms: TikTok and Snapchat; Online sports talk; Political economy of Twitter.

### **What should I read?**

Betancourt, M (2016) *The Critique of Digital Capitalism : An Analysis of The Political Economy of Digital Culture and Technology*. [Online]. Brooklyn, NY: Punctum Books.

Couldry, N (2012) *Media, society, world: social theory and digital media practice*. Cambridge: Polity.

Faltesek, D (2017) *Selling social media: the political economy of social networking*. [Online]. New York: Bloomsbury Publishing.

Florin, B et al. (2021) *Advertising and the Transformation of Screen Cultures*. [Online].

Fuchs, C (2021) *Social media: a critical introduction*. Third edition. Los Angeles: Sage.

McDonald, P (2021) *The Routledge Companion to Media Industries*. Milton: Taylor & Francis Group.

Page, R E (2012) *Stories and social media: identities and interaction*. [Online]. New York: Routledge.

Schachtner, C (2020) *The Narrative Subject: Storytelling in the Age of the Internet*. Cham: Springer International Publishing AG.

## **6118MEDDCUL Britain, Brexit, Europe and the Media – Semester One - 20 Credits – (Option available to MCC and EMCS students)**

### **What is the module about?**

This module highlights the symbiotic relationships between politicians and the media and how the media is a primary space for political agenda setting. The module will also look at the political structures in Britain, including what devolution means for people in Scotland, Wales and Northern Ireland. It will encourage you to engage closely with the political economy of the news media in Britain and the role that it plays in political communication. It will address the historically often jingoistic and patriotic nature of the English-based national news media and how that led to the grotesque caricatures of other nationalities and identities from the C19th onwards. This ultimately led to the Euro-sceptic tradition in British newspapers which developed from the 1980s shortly after Britain's integration into the EU in the 1970s. With potentially another Scottish independence referendum on the horizon, the future of Northern Ireland under question and questions asked about the influence of overseas powers in the Brexit referendum, what role does the British news media play in the discussion of these subjects?

### **How will I be assessed?**

1. Report – 1,500 words – research report exploring the relationships between Britain, Europe and the media - worth 40% of module marks
2. Essay – 2,500 words – worth 60% of module marks

### **Indicative syllabus outline**

The Acts of Union; Political Economy of the British Media: National and regional pictures; Britain, the British media and the EU; Devolution and Britain; The British Media & Northern Ireland; Scottish Independence and the Media; Britain and Brexit; Brexit & the Media: National and International Perspectives.

## What should I read?

Aughey, A., (2001). *Nationalism, devolution, and the challenge to the United Kingdom State*. London: Pluto Press.

Blain, N, D. Hutchison, and G. Hassan. (2016). *Scotland's Referendum and the Media*. Edinburgh: Edinburgh University Press.

Curtis, L. (2002). *Ireland: the propaganda war: the media and the 'battle for hearts and minds'*, 2<sup>nd</sup> edition. Belfast: Seasta Press.

McHarg, A. and Mitchell, J., (2017). 'Brexit and Scotland.' *The British Journal of Politics and International Relations*, 19(3), pp.512-526.

Startin, N., (2015). 'Have we reached a tipping point? The mainstreaming of Euroscepticism in the UK'. *International Political Science Review*, 36(3), pp.311-323.

Williams, K. (2010). *Read All About It! A History of the British Newspaper*. Abingdon: Routledge.

## **6106SOC Sport, Crime and Politics – Semester One - 20 Credits – (Option available to MCC students)**

### What is the module about?

The module adopts various sociological and critical criminological approaches in the understanding of sport in contemporary societies. The module looks at issues relating to recent transformations, prejudices and cultural cohesion in the world of sport, focusing in particular on developments relating to issues such as racism, nationalism, globalisation and gender prejudice. The module will also be centrally concerned with the transformation of sport in the light of ongoing changes to a consumerist society.

### How will I be assessed?

Essay – 4,500 words – worth 100% of module marks

### Indicative syllabus outline

The role of, and connections between, sport and society, including: Social divisions, including gender, ethnicity and sexuality; Commercial and global processes and their various consumptions; Sports mega events and their 'legacies'; 'Violence' and masculinity; Crime, including sports-based interventions into crime; 'White collar crime' and sport and 'hooliganism'.



## What should I read?

Anderson, E. and White, A. (2018). *Sport, Theory and Social Problems (2nd ed.)*. London: Routledge.

Boyle, R. and Haynes, R. (2009) *Power Play: Sport, the Media & Popular Culture (2<sup>nd</sup> Ed.)*, London: Longman.

Cashmore, E. (2010) *Making Sense of Sports*. Abingdon: Routledge.

Giulianotti, R. (2015) *Sport: a critical sociology (2<sup>nd</sup> Ed.)*, Cambridge: Polity.

Giulianotti, R. (ed.) (2004) *Sport and Modern Social Theorists*, Basingstoke: Palgrave MacMillan.

Rowe, D. (2003) *Sport, Culture and the Media*. Milton Keynes: Open University Press.

## **Level 6 - Semester Two Modules**

### **6103MEDCUL Culture and Identity – 20 Credits – Semester Two (Core for MCC Students)**

#### **What is the module about?**

There are few more persistent or lively areas of debates in the modern world than those that cover questions of identity. At some point in our lives, identity matters to us all. Thinking through identity entails questions of politics, of feeling, of emotion, of social relationships and cultural representation. Identity is rarely about just one thing, because none of us are just one thing – just gendered, just classed, just raced, etc. Culture is a key site for the making and contesting of identities. Culture and identity is about how we try to negotiate our place in the world at different points and in different contexts. We will consider models of personal and social identities from writers such as Descartes, Foucault, Giddens and Butler. We will then explore these ideas through a series of case studies, such as: the production of classed identities, self-reflexivity in contemporary television, psychoanalysis and representation, music as a resource of self-identity, media sport and national identity. You will be expected to select an appropriate case study which will allow you to address a given research focused question in detail.

## How will I be assessed?

1. Close Critical Reading -1,500 words – 30% of module mark
2. Essay – 2,500 word essay based on student-defined case study – 70% of module mark

## Indicative syllabus outline

Indicative themes/approaches include:

Identity as fixed or fragmented/fluid; societal power and identity; the reflexive self; performativity and identity; the production of classed identities; race, racism and identity; gender and identity.

Indicative case studies include:

Descartes and the Cartesian Subject; Foucauldian approaches to power, discourse and identity; post-feminist media culture; reality television; representation in print media and film; music as a resource of self-identity; sport and national identity.

## What should I read?

Abbinnett, R (2003) *Culture and identity*. London: Sage

Alcoff, L (ed) (2003) *Identities: Race, Class, Gender and Nationality*. Oxford: Blackwell

Brady, A and Schirato, T (2011) *Understanding Judith Butler*. London: Sage

Elliott, A (2020) *Concepts of the Self*. 4th edition. Cambridge: Polity

Howson, A (2013) *The Body in Society: An Introduction*. 2nd Edition. Oxford: Polity

Weedon, C (2004) *Identity and culture* Milton Keynes: Open University Press

Woodward, K (2004) *Questioning Identity* London: Routledge

## **6117MEDCUL Screen Media – Semester Two - 20 Credits (Option for MCC and EMCS Students)**

### **What is the module about?**

This module offers you the opportunity to engage in theoretically informed analyses of a range of screen media, including: television, film and video games. You will critically examine the institutional and economic imperatives that impact upon the nature of screen media and the textual properties of such media. You will have the opportunity to develop a critical understanding of screen media narratives and their historical contexts. Each week you will watch/engage with a set film, TV or video game text and we will do walkthrough analyses using a range of theoretical and methodological tools. For your assessment you will produce a pre-recorded presentation based upon a piece of scene analysis. You will then choose both a text for analysis and the approach you will take to it for your final analytical essay.

### **Indicative syllabus outline**

Is there a language of Film, TV and Videogames? The Classic Realist Text; Narrative Structure and Myth; TV and Flexi-Narrative; TVIII and the Post-Network Era; Nintendo and Casual Social Gaming; Post-Classical Hollywood; First-person horror shooters and the apparatus of the videogame; Social and digital screen media.

### **How will I be assessed?**

1. Presentation – 10 minutes of pre-recorded scene analysis  
– 30% of module mark
2. Essay - 2,000 words - textual analysis of student-selected screen media text - 70% of module mark

### **What should I read?**

Barsam, R (2010) *Looking at Movies: An Introduction to Film*. London: W. W. Norton

Benshoff, H (2016) *Film and television analysis: An introduction to methods, theories, and approaches*. Routledge

Bignell, J (2013) *Transatlantic Television: British and American TV Drama*. I.N. Tauris: London

Bordwell, D, Thompson, K and Smith, J (2017) *Film art: an introduction*. New York: McGraw-Hill Education

Doughty, R & Etherington-Wright, C (2017) *Understanding film theory*. Macmillan International Higher Education

Jones, S. E (2008) *The meaning of video games: Gaming and textual strategies*. Routledge

## **6108MEDCUL Consumer Culture – Semester Two - 20 Credits – (Available to MCC students)**

### **What is the module about?**

This module offers a wide range of theoretical and conceptual perspectives on the critical study of consumer society and consumer culture, beginning with a series of lectures on core theoretical approaches and concluding with case studies of a range of cultures of consumption, such as: the shopping mall, nostalgic consumption, luxury consumption, gender identity and consumer culture and postmodern leisure consumption. You will develop critical interpretive skills for the observation of consumption practices and will produce a critically and theoretically-informed essay about a selected aspect of consumer culture and/or cultural consumption.

### **How will I be assessed?**

1. Essay – 1,500 words observation task weighting – worth 30% of module mark
2. Essay – 2500 words student-selected essay – worth 70% of module mark

### **Indicative syllabus outline**

Consumption and The Romantic Ethic; Simmel and the City; Veblen and conspicuous consumption; Bourdieu and distinction; Consuming Gender; Consuming Postmodern Leisure; Consuming The Mall; Consuming Nostalgia; Observing Consumption.

### **What should I read?**

Clarke, D B Doel, M. A. Housiaux, K. M (eds) (2003) *The Consumption Reader*. London: Routledge

Chaney, D (1996) *Lifestyles*. London: Routledge

Gabriel, Y and Lang, T (2015) *The unmanageable consumer*. London: Sage

Mathur, N. (ed) (2013) *Consumer culture, modernity and identity.*. New Delhi: Sage

Paterson, M (2006) *Consumption and Everyday Life*. London: Routledge

Sassatelli, R (2007) *Consumer Culture: History, Theory & Politics*. London: Sage

Schouten, J, Martin, & Belk, R W (eds.) (2014) *Consumer culture theory*. Bingley: Emerald Group Publishing Ltd.

Turow, J & McAllister, M. P (eds) (2009) *The Advertising and Consumer Culture Reader*. London: Routledge

Wiedenhof-Murphy, W. (2016) *Consumer Culture and Society*. [Online]. London, Sage Publications.

## **6109MEDCUL Digital Writing – Semester Two - 20 Credits – (Available to MCC and EMCS students)**

### **What is the module about?**

This module is about becoming an excellent writer who can produce writing suited to the digital environment. The ‘digital environment’ can, of course, vary quite a lot, encompassing writing for personal and professional purposes, on behalf of organisations, and produced by a range of individuals, from global celebrities to ordinary people blogging from their bedrooms.

The module involves regular tasks where you will be analysing, producing, and editing writing. You’ll consolidate your experience in earlier modules of analysing and producing journalism and PR writing, alongside using your previous work on textual analysis, identity and culture. We’ll build on that by also thinking critically and creatively about notions of ‘voice’, originality, community, and the desire to share, and about how audiences are attracted to content in an increasingly competitive ‘attention economy’.

### **How will I be assessed?**

1. Essay – editing exercise – worth 25% of module marks
2. Portfolio - 3,000 words - collection of writing for the digital environment - worth 75% of module marks

### **Indicative syllabus outline**

The digital voice: tone and interactivity; Keeping it brief: getting an audience’s limited attention; Flow and structure in digital content; Communities and networks online; Writing the personal and promotional self; Shareable and ‘spreadable’ content: analysing and producing it; Events-based writing and reviews; Online debate and the public sphere; Visuality and digital content; Hearing the story: audio narrative and podcasting.

## What should I read?

Bull, A (2016) *Multimedia journalism: a practical guide*. London: Routledge.

Carroll, B (2017) *Writing for digital media*. New York: Routledge.

Gauntlett, D (2018) *Making is connecting: the social meaning of creativity from DIY and knitting to YouTube and Web 2.0*. Cambridge: Polity Press

Harcup, T (2007) *The Ethical Journalist*. London: Sage

Jenkins, H, S Ford and J Green (2013) *Spreadable media: creating value and meaning in a networked culture*. New York: New York University Press

Meikle, G (2016) *Social media: communication, sharing and visibility*. New York: Routledge.