

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	CASS
<b>Programme:</b>	Communications
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Sociology of Culture and Sub Culture
<b>Course Code:</b>	COM 5115
<b>Course Leader:</b>	John Chua
<b>Student Engagement Hours:</b>	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
<b>Semester:</b>	Fall/Spring/Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

**Course Description:** Introduces the field of cultural studies by examining various concepts of culture, the positions taken in cultural criticism, and the relationship between social and cultural transformation. Emphasis is placed on differences between US and UK culture and the theory of subcultures.

**Prerequisites:** SCL 3100 OR MGT 3200

### **Aims and Objectives:**

The main objective of this course is to provide students with a thorough grounding in the history and sociology of the study of culture. This course examines the ways in which debates about culture and cultural change have developed in the last 150 years and how cultural phenomena are related to the kinds of societies in which they emerge. By the end of this course successful students will be able to:

- assess the strengths and weaknesses of a wide range of cultural theories
- understand the main themes in the creation of youth and ethnic subcultures
- engage critically with contemporary cultural and mass media artifacts.

**Programme Outcomes:**

5A(i); 5A(iii); 5C(i); 5D(ii)

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

**Learning Outcomes:**

By the end of this course, successful students should be able to:

- develop a detailed understanding of the ways in which different cultures and subcultures may make use of cultural texts and products in the construction of social realities, cultural maps and frames of reference
  - engage in a sophisticated, critical and knowledgeable way with major thinkers, debates and intellectual paradigms related to culture and subculture and put them to productive use
  - demonstrate the ability to formulate and synthesize arguments cogently, retrieve and generate information, and select appropriate criteria to evaluate sources, with a detailed understanding of appropriate methods
  - deliver work in oral and written formats with limited direction or supervision, demonstrating the capacity to consider and evaluate their own work using justifiable criteria

**Indicative Content:**

Key definitions, issues and theories about culture and identity

- Moral panics
- Hip Hop & gangsta
- Punk and its aftermath
- Youth subcultures
- Celebrity and fan culture
- Researching culture; Sources and Methods.
- Semiology and other approaches to interpreting culture
- Mapping London: class and ethnicities
- The Chicago School approach
- British cultural studies
- Taste, class, difference: Pierre Bourdieu

**Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

**Teaching Methodology:**

General subject matter will include art, literature, cinema, television, style, and music. The course will use video presentations and consist of lectures, screenings and class discussion. There will be an emphasis on student engagement with the research process and the critical exploration of a variety of sources, databases and archives. Where possible, visits will take place to relevant locations and exhibitions. Student work is assessed through a variety of ways using both formative and summative approaches.

Feedback is intended to help improve student approach to learning and achieve better results.

**Bibliography:**

See syllabus for complete reading list

***IndicativeText(s):***

Gelder, Ken and Sarah Thornton, (Eds). The Subcultures Reader, Routledge 1997

Marcus, Greil, Lipstick Traces, Harvard University Press, 1990

Rojek, Chris, Celebrity, Reaktion Books, 2004

Frank, Thomas, The Conquest of Cool: Business Culture, Counterculture, and the Rise of Hip Consumerism, University of Chicago Press, 1997

***Journals***

It is essential to regularly research journal articles through academic databases. The most used for topics relevant to this course are:

JSTOR

Humanities Full Text, Social Sciences Full Text: Wilson Web - also partially accessible through EBSCO Host

***Web Sites***

Henry Jenkins

<http://www.henryjenkins.org/>

- Culture Machine

<http://www.culturemachine.net/index.php/cm>

- BFI - British Film Institute – Stills, vids, books, articles...

<http://olib.bfi.hostedbyfdi.net/cgi-bin/bfi.bat>

- COPAC

<http://copac.ac.uk/>

- Findarticles.com

<http://findarticles.com/>

- Kent cartoon archive

