COURSE SPECIFICATION DOCUMENT

Academic School/Department: Communications, Arts, and Social Sciences

Programme: Communications

FHEQ Level: 5

Course Title: Cultural Theory

Course Code: COM 5205

Course Leader: Alex Seago

Student Engagement Hours: 120
Lectures: 22.5
Seminar / Tutorials: 22.5
Independent / Guided Learning: 75

Semester: Fall/Spring

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description:
This course introduces key thinkers, topics, case studies and theoretical frameworks related to the field of cultural studies. Students will be exposed to different toolkits for analysing everyday cultural practices, with a particular focus on historical, geographical and personal identity. Films, fashion, art, graphic design, video, music and other media objects will be analysed in order to engage with the theoretical frameworks presented. In addition to in-class theoretical discussion, students are encouraged to apply cultural theory in practice, through activities including gallery visits and first-hand explorations of consumerist practices.

Prerequisites: COM 4200 or AVC 4205

Aims and Objectives:
This course aims to engage students in a focused analysis of selected cultural theories that have developed throughout the 20th century up through today. Students will be encouraged to generate detailed uses of these theories to

investigate spaces, locations and identities. Methods of cultural analysis and interpretation will be developed alongside written and oral presentation skills.

Programme Outcomes:

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

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: http://www.richmond.ac.uk/program- and-course-specifications/

Learning Outcomes:
By the end of this course, successful students should be able to:
- Exhibit detailed understanding of how key concepts in cultural theory evolved historically and in response to changes in media forms and industry practices.
- Demonstrate detailed comprehension and critical engagement with well-established and emergent debates and issues in the development of these theories.
- Apply theories to the study of cultural texts in a competent and engaged manner that shows a detailed understanding of how media consumption is embedded in everyday life, and the relationship between discourse, culture and identity.
- With limited supervision and following required format, brief and deadline, demonstrate ability to formulate and synthesize cogent arguments from the field of cultural studies, referencing sources and ideas appropriately.

Indicative Content:
- What is 'Culture'?
- Hegemony
- Transnationalism and Cosmopolitanism
- Diaspora
- Hybridity and Ethnicity
- Orientalism
- Culture and the Gendered Body
- Reality and Hyperreality
- Postmodernism and Fashion

Assessment:
This course conforms to the University Assessment Norms approved at Academic Board.

Teaching Methodology:

The course combines lectures with interactive discussion and student presentation of course materials. All students are expected to be fully prepared to participate in classroom discussions. 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):

Storey, John (2012). *Cultural Theory and Popular Culture: An Introduction*. Routledge; 6th edition.

-------- (2012). *Cultural Theory and Popular Culture: A Reader*. Routledge, 6th edition

Sturken, Marita and Lisa Cartwright (2008). *Practices of Looking: An Introduction to Visual Culture*, Second Edition, Oxford: Oxford University Press

Szeman, Imre and Timothy Kaposy (2010). *Cultural Theory: An Anthology*. Oxford: Wiley-Blackwell.

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Minor	Formatting update to new template for revalidation – no changes to content	LTPC (in lieu of School meeting) 30/01/2015	
Major	Revision to Course Description (re. AVC Validation March 2015)		
Major	Revision to Indicative Content		
Major	Revision to Indicative Texts		
Major	Corrected pre-req due to change in Com 4100 prefix		