

| Module Details |                           |
|----------------|---------------------------|
| Module Title   | Popular Culture           |
| Module Code    | SAC5004-B                 |
| Academic Year  | 2021/2                    |
| Credits        | 20                        |
| School         | School of Social Sciences |
| FHEQ Level     | FHEQ Level 5              |

| Contact Hours  |       |
|----------------|-------|
| Type           | Hours |
| Lectures       | 22    |
| Directed Study | 178   |

| Availability |                                     |
|--------------|-------------------------------------|
| Occurrence   | Location / Period                   |
| BDA          | University of Bradford / Semester 2 |

| Module Aims                                                                                                                                                                                                                                                                                                    |
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| <p>This module aims to: equip you with in depth knowledge and a systematic understanding of popular culture through sociologically grounded perspectives; enable you to appreciate the ways in which popular culture has developed; and explore the ways in which popular culture permeates everyday life.</p> |

| Outline Syllabus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| <p>This module will focus on different manifestations of popular culture, such as advertising, written texts and popular music, in order to ascertain the extent to which popular culture is an increasingly important aspect of contemporary societies. Alongside these facets, you will explore the impact technology has on the creation and dissemination of popular culture; the extent to which subcultures, youth cultures and moral panics also sit within and inform this area of study; the ways in which gender, ethnicity, class also feed into the manifestations and analyses of popular culture.</p> |

| Learning Outcomes |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Outcome Number    | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 01                | a) Explain and explore definitions of popular culture; b) Identify ways in which popular culture continues to evolve and develop (through social upheavals or through technological advances, for example); c) Explain a range of theories and approaches that elicit greater understanding of the subject matter.                                                                                                                                               |
| 02                | a) Describe how popular culture is produced and impacts society; b) Evaluate and analyse a range of theoretical approaches (subculture theory, high-low culture, postmodernism, for example) that help explore the manufacture, form and impact of popular culture; c) Conduct research in order to deepen your understanding of popular culture; d) Relate and apply your understanding of popular culture in academic and non academic settings.               |
| 03                | a) Use oral and written skills to communicate ideas to others; b) Use information technology to identify relevant research literature and to produce appropriate dissemination/communication materials (essay, presentation, reflective writing); c) Develop your critical thinking skills when exploring the subject matter as identified through research literature and other relevant sources; d) Apply theory and academic learning to real world contexts. |

| Learning, Teaching and Assessment Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| <p>You will be introduced to and given opportunities to explore a selection of relevant content (issues, themes and theories) through interactive lectures. Screenings and discussions may also be used in order to enhance your critical thinking skills and capacity to analyse sociological phenomena (LO's 1a-c, 2a-c, 3a-c). In addition, you will undertake some guided research in order to contribute to large and small group discussions (LO's 1a-c, 2a-c). The range of assessments will assess all learning outcomes (LO's 1a-c, 2a-d, 3a-d). Formative learning and development of knowledge and understanding around the subject matter will be undertaken through small and large group discussion of weekly content. Lectures will also include some time for the discussion of your coursework (journal entries) as it is developing.</p> |

| Mode of Assessment |            |                                                  |           |
|--------------------|------------|--------------------------------------------------|-----------|
| Type               | Method     | Description                                      | Weighting |
| Summative          | Coursework | Reflective media/popular culture journal         | 100%      |
| Formative          | Coursework | In class journal entries/"freewriting" exercises | N/A       |

| Reading List                                                                                                                                             |
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| To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a> |

*Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*