Module Details	
Module Title	Norms, Deviance and Culture
Module Code	SAC4021-B
Academic Year	2024/5
Credits	20
School	School of Social Sciences
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Tutorials	12
Directed Study	176
Lectures	12

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims

1. Identify the social and cultural origins of social norms
2. Critically evaluate the role of structures including religion, government, and the media in maintaining social norms
3. Identify the role of norm-making structures in defining deviance and criminality
4. Critically reflect upon how contemporary changes affect those processes

Outline Syllabus

- The Foundation of Social Norms
- Instruments for Creating and Mediating Social Norms
- Challenging Social Norms
- Creating Deviance
- Contemporary Challenges to the Social Conscience

Learning Outcomes

Outcome Number	Description
01	Identify the social and cultural origins of social norms
02	Critically evaluate the role of structures including religion, government, and the media in maintaining social norms
03	Identify the role of norm-making structures in defining deviance and criminality
04	Critically reflect upon how contemporary changes affect those processes

Learning, Teaching and Assessment Strategy

Lectures will introduce key theoretical concepts. Group discussions will encourage reflection upon the 'normative' with reference to the lived experience of students. Consideration of data and cases studies of local, national and international phenomena will place norms and commonly held values into perspective and offer fresh insight into theoretical ideas and explanations of cultural production and the relationship between the individual and larger grouping or society.

Assessment is a 3-stage process intended to help students develop their research and critical thinking skills whilst reflecting critically upon the themes and theorists introduced in the module. In stage 1, students will conduct individual observations of normative behaviours on campus. In stage 2 they will synthesise knowledge and understandings via a guided Teams discussion. In stage 3, they will produce a short, 5-minute video discussing their findings and the outcome of the group discussion as applied to relevant academic writing and theory.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Portfolio/e-portfolio	Notes of observations of normative behaviour on campus.	30%
Summative	Team-Based Learning Assessment	Recorded Teams meeting in which students discuss their individual findings in respect of assignment 1.	30%
Summative	Presentation	Pre-recorded video presentation applying findings from assignments 1 and 2 to relevant academic theory.	40%

Reading List

To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html