

Module Details	
Module Title	Popular Culture, Media and Power
Module Code	SAC5027-B
Academic Year	2024/5
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
<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
<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 and within a range of social-science-oriented disciplines. Alongside these facets, you will explore the impact technology has on the creation and dissemination of popular culture; the extent to which deviance, 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	Identify, explain and explore popular culture, and how it is produced, consumed and continues to evolve.
02	Through deploying a range of theoretical approaches (subculture theory, high-low culture, postmodernism, for example), analyse the ways in which popular culture impacts society.
03	Conduct sociologically grounded research which deepens your understanding of popular culture, allowing you to relate and apply your knowledge to academic and non-academic settings.
04	Develop your critical thinking skills when exploring the subject matter through oral and written communication skills.

Learning, Teaching and Assessment Strategy
<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 (LOs 1-3). In addition, you will undertake some guided research in order to contribute to large and small group discussions (LOs 3-4).</p> <p>The assessments will assess all learning outcomes (LOs 1-4). 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 - Portfolio/e-portfolio	Media/popular culture journal with reflective components (up to 4000 words total)	100%
Formative	Coursework - Written	Short formative "freewriting" exercises and/or in-class journal entries	N/A

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

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.