

Module Details	
Module Title:	Popular Culture
Module Code:	SAC5004-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Social Sciences
Subject Area:	Sociology and Criminology
FHEQ Level:	FHEQ Level 5
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	22
Directed Study	178

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2 (Feb - May)

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. 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</p>

analyses of popular culture.

Learning Outcomes

1	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.
2	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.
3	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

You will be introduced to and 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 and then through feedback on how assessed work is developing. Lectures will also include some time for presentations to be delivered. Mid-module summative assessment through the presentation assists work on the other summative assessments and thus obviates the need for a formative assessment during the taught part of the module.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Presentation	An individual presentation	10 minutes	50%
Formative	Coursework	Journal entries/"freewriting" exercises		%

Summative	Coursework	Reflective media/popular culture journal	-2500 words	50%
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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.