

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	Communications, Arts and Social Sciences
<b>Programme:</b>	Communications
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Cultural Theory
<b>Course Code:</b>	COM 5205
<b>Course Leader:</b>	John Chua
<b>Student Engagement Hours:</b>	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning :	75
<b>Semester:</b>	Fall, Spring or Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

This course introduces key thinkers and concepts in the field of cultural studies. It focuses on theoretical approaches to questions surrounding historical, geographical and personal identity. A variety of theoretical approaches are discussed including, Postcolonial, Feminist, Postmodern and Critical Race perspectives. Similarly, a diversity of cultural topics will be explored. As such, the course provides a theoretical foundation to aspects of media practice (e.g., journalism, public relations, photography, film, video, graphic design, web design, popular music).

**Prerequisites:** COM 4100

### **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 are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

**Learning Outcomes:**

- 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
- The Postmodern Condition

**Assessment:**

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

**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.

