LP201-15 Cultures of Engagement

21/22

Department
> SCAPVC - Centre for Cultural and Media Policy Studies

Level
> Undergraduate Level 2

Module leader
> Jonathan Vickery

Credit value
> 15

Assessment
> 100% coursework

Study location
> University of Warwick main campus, Coventry

Description

Introductory description

This module aims to equip the student with a knowledge of the concepts and theories of communication and representation that pertain to "engagement" (of the public sphere and the public; of markets and consumer groups; of brand and new modes of global identity). The module will attend to theories of groups, classes and collectives (the people, the mass, the mob, the multitude, the crowd, citizenry, comrades, the public) and how they emerge and change through industrialisation and post-industrialisation, making institutionalised media and culture politically problematic – from dissent, protest, class-based representation to identity politics and the segmentation (through marketization) of society.

Module aims

This module aims to equip the student with a knowledge of the concepts and theories of communication and representation that pertain to "engagement" (of the public sphere and the public; of markets and consumer groups; of brand and new modes of global identity). The module will attend to theories of groups, classes and collectives and how they emerge and change through industrialisation and post-industrialisation, making institutionalised media and culture politically problematic – from dissent, protest, class-based representation to identity politics and the segmentation (through marketization) of society. The module will allow the student to grapple with the dilemmas of contemporary cultural globalisation. The module facilitates student teams drawing on a range of socio-historic theoretical frameworks in order to assess new communication strategies for pluralist, multicultural and global public of interest groups.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The course features three themes, which re-emerge in the group work practice component. The themes are the subject of the lecture-content, which in turn form a framework for practice.
Theme A: Governing engagement
1: The public sphere and the engaged citizen: the 'thematisation' of the 'group' throughout modernity.
2: The dissenting mass and the changing social formations of protest: the crowd, mob, workers, cultural sub-cultures.
Theme B: Curating engagement:
1: The cosmopolitan consumer – culture, media and the impact of market globalisation.
2: The new audience – culture and the people in the age of digital strategy
Theme C: Branding Engagement:
1: Culture and celebrity – the new social landscape of mega-MOMAS, biennales and the 'festivalisation' of cities.
2: Promoting the future global civil society – solidarity and group interests in the age of global capital, development crisis and Human Rights.

This module is characterised by 6-7 weeks of historical-theoretical exploration, then 3-4 weeks of practical/applied project. The final Theme D is entitled Creating engagement: students will select one of the above historical-theoretical frameworks, derive from it a critical vocabulary and strategic tools, and devise a communication strategy appropriate to a chosen social "group". A detailed briefing will [relevant to the cohort, course trajectory and updated each year -- and so not specified on this form] be delivered.

Learning outcomes

By the end of the module, students should be able to:

- Appreciate the significance and scope of "engagement" as a paradigm shift in understanding communication in all its forms.
- Develop analytical ability to understand theories and derive from them a critical vocabulary for use in criticism and analysis.
- Establish interpretative competencies in relation to public, audience or consumer behaviour setting the conditions and parameters for communication.
- Demonstrate academic skills in primary and secondary research, critical and interpretative writing.
- Develop professional skills in team work, project organisation, and the creative application of theoretical and empirical knowledge.

Indicative reading list

Indicative References

Appiah, K. A. (2006) Cosmopolitanism: Ethics in a World of Strangers, London: Allen Lane.

Bignell, J. (2000) Postmodern media culture, Edinburgh: Edinburgh University Press.

Brown, S. (1993) "Postmodern Marketing?", European Journal of Marketing, Vol. 27 Issue: 4, pp.19-34.

Calhoun, C. ed. (1992) Habermas and the Public Sphere, Cambridge, Mss.: MIT.

Güliz, G., Belk, R.W. (1996) 'I'd like to buy the world a coke: Consumptionscapes of the "less affluent world', Journal of Consumer Policy, Volume 19, Issue 3, pp 271–304.

Hebdige, D. (1979) Subculture: The Meaning of Style, London and New York: Routledge.

Lury, C., Boden, D., Scott, L., (2007) Global Culture Industries, Cambridge: Polity Press.

McClelland, J. S. (1989) The Crowd and the Mob: From Plato to Canetti, New York and Abingdon, Oxon: Routledge.

Moscovici, S. (1985) The age of the crowd: a historical treatises on mass psychology, Cambridge: Cambridge University Press.

O'Reilly, D. ed. (2010) Marketing the Arts: A Fresh Approach, New York and Abingdon, Oxon: Routledge.

Shankar, A.,Cova, B., Kozinets, R. (2007) Consumer Tribes, New York and Abingdon, Oxon: Routledge.

Tomlinson, J. (1999) Globalisation and Culture, Hoboken, N.J.: John Wiley & Sons.

Subject specific skills

Interpreting and Explicating Cultural Theory
Conducting textual analysis Identifying ideas and their relevance
Composing and communicating a presentation

Transferable skills

Identifying a lexicon of appropriate analytical terms
Managing multiple texts and research sources
Interconnecting theoretical ideas with real world problems
Using interpretative frameworks to generate solutions Group creative work
Composing and delivering presentation

Study

Study time

Type	Required
Seminars	10 sessions of 3 hours (100%)
Total	30 hours

Private study description

120 Private study hours

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time	Eligible for self-certification
Assessment component			
Group Work Practical-creative Group Work (15 minutes + paperwork)	50%		Yes (extension)
Reassessment component is the same			
Assessment component			
Research Paper Written Research Paper (1500 words)	50%		Yes (extension)
Reassessment component is the same			

Feedback on assessment

In class formative assessments and verbal feedback. Written feedback on written assessment. Verbal and written feedback on presentations.

Availability

Courses

This module is Core for:

- Year 2 of ULPA-P301 Undergraduate Media and Creative Industries