

LP201-15 Cultures of Engagement

26/27

Department

SCAPVC - Centre for Cultural and Media Policy Studies

Level

Undergraduate Level 2

Module leader

Julie Ignatius-Osakwe

Credit value

15

Module duration

10 weeks

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

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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 'thematization' 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

[Reading lists can be found in Talis](#)

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	9 sessions of 2 hours 30 minutes (15%)
Tutorials	1 session of 30 minutes (0%)
Private study	127 hours (85%)
Total	150 hours

Private study description

Students are expected to study the core module readings and carry out research on case studies taught on the module. Additionally, students would engage in group work activities, prepare and write up assignments.

Costs

No further costs have been identified for this module.

Assessment

You must pass all assessment components to pass the module.

Assessment group A2

Weighting**Study time****Eligible for self-certification****Assessment component**

Group Work

40%

No

The groupwork takes an authentic assessment approach that allows students apply their taught knowledge to a real world case study. This approach allows the module to present a different case study each year. The group work will require students to develop collectively a presentation of 15minutes (maximum). This presentation will require student groups to create a social group that uses media creatively to affect either positive or negative change in their case study society.

Reassessment component is the same**Assessment component**Reflective Research
Paper

60%

No

To ensure cohesion and enhance effective group collaboration, students will use their created social groups as a point of reflection while responding to a list of questions where they are expected to choose one. The essay questions will have students demonstrate their knowledge of taught theories and ideologies in relationship to understanding communication. This reflective research paper would be 2000 words.

Reassessment component is the same**Feedback on assessment**

Written feedback will be provided to all assessments

Availability**Courses**

This module is Core for:

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