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MODULE DESCRIPTOR

Module Title

Postmodern Culture

Reference	BS4160	Version	5
Created	March 2018	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

Aims of Module

To provide students with an understanding of the nature of postmodern media culture and how it is defined by the principal theorists in the field, and to enable them to apply this understanding to a range of topics in the field of contemporary media and advertising.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Discuss the main theoretical currents concerning the definition and characterisation of postmodernism.
2	Analyse contemporary cultural phenomena and contemporary media, advertising, and consumer culture in terms of postmodern theory.
3	Critically assess questions of cultural value and participate in debates surrounding the nature and consequences of postmodern culture.

Indicative Module Content

Definitions of modernity and postmodernity; the postmodern condition and late capitalism; signs and signification in postmodern consumer culture, advertising and fashion; commodity aesthetics and fetishism; spectacle, simulacrum and hyperreality; theming and disneyization of society; nostalgia and the heritage industry; cynicism, irony, and the carnivalesque.

Module Delivery

This is a lecture based module supplemented by seminar discussion.

Indicative Student Workload	Full Time	Part Time
Contact Hours	36	36
Non-Contact Hours	114	114
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3
Description:	Individual Written Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1. BAUDRILLARD, J., 2001. *Selected writings.* 2nd ed. Oxford : Polity.
2. BAUMAN, Z., 2013. *Moral blindness: the loss of sensitivity in liquid modernity.* Oxford: Polity Press.
3. BRYMAN, A., 2004. *The Disneyization of society.* London: Sage. *ebook*
4. JAMESON, F., 1992. *Postmodernism: Or, the cultural logic of late capitalism.* London: Verso.
5. KELLNER, D., 2012. *Media spectacle and insurrection, 2011: from the Arab uprisings to Occupy Everywhere.* Bloomsbury Academic.
6. RITZER, G., 2010. *Enchanting a disenchanted world: continuity and change in the cathedrals of consumption* 3rd ed. London: Sage.
7. SASSATELLI, R., 2007. *Consumer culture: history, theory and politics.* London: Sage.
8. STOREY, J., 2018. *Cultural theory and popular culture: an introduction.* 8th ed. London: Routledge.