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MODULE DESCRIPTOR

Module Title

Celebrity Culture

| | | | |
|-----------|-------------|-------------|---------|
| Reference | BS4173 | Version | 5 |
| Created | July 2017 | SCQF Level | SCQF 10 |
| Approved | June 2018 | SCQF Points | 15 |
| Amended | August 2017 | ECTS Points | 7.5 |

Aims of Module

To examine the historical and contemporary status of celebrity and to evaluate the different theoretical approaches to the study of celebrity.

Learning Outcomes for Module

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

- 1 Analyse the origins and historical development of celebrity.
- 2 Evaluate different theoretical approaches to the understanding of celebrity.
- 3 Examine the inter-relationship between celebrity and the mass media.

Indicative Module Content

The history of celebrity, for example: gladiators, saints, Byron, Dickens, Lindbergh. The Hollywood star system. Theoretical approaches to celebrity. Fandom and audiences. The media and celebrity - vehicles of celebrity. Celebrity endorsement. Posthumous celebrity, for example: James Dean, Princess Diana, Marilyn Monroe, John Lennon, van Gogh. Sporting celebrity. Reality television. Celebrity culture online.

Module Delivery

Lectures, seminars and tutorials; guided self-study.

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 |
| <i>Actual Placement hours for professional, statutory or regulatory body</i> | | |

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 Portfolio Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. 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 CASHMORE, E., 2014. *Celebrity/culture*. 2nd ed. Abingdon: Routledge.
- 2 DYER, R., 2004. *Heavenly bodies: film stars and society*. London: Routledge.
- 3 EVANS, J., 2005. *Understanding media: inside celebrity*. Milton Keynes: Open University Press.
- 4 GIBSON, P., 2013. *Fashion and Celebrity Culture*. Oxford: Berg.
- 5 MARSHALL, P. D., 2014. *Celebrity and Power: Fame in Contemporary Culture*. Minneapolis: University of Minnesota Press.
- 6 REDMOND, S., 2006. *Stardom and celebrity: a reader*. London: Sage.
- 7 ROJECK, C., 2015. *Presumed Intimacy: Parasocial Attachment in Media, Society and Celebrity Culture*. Cambridge: Polity.