



## **Module Specification**

### **Analysing Culture: Language and the Visual**

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## Part 1: Information

**Module title:** Analysing Culture: Language and the Visual

**Module code:** UPNQ4M-30-2

**Level:** Level 5

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Field:** Linguistics

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Not applicable

**Features:** Not applicable

**Educational aims:** See Learning Outcomes

**Outline syllabus:** Lexical relations and systems

The relation between lexis and concepts

Practical lexicography

### Semantic change

Close analysis of the concepts of at least one important cultural notion expressed in its lexis

Analysing travel writing; constructing, targeting and reflecting on a travel piece

InDesign – basics in desk top publishing software to lay out a travel piece

Locating intercultural knowledge and competence in the 21st century: culture and identity in a changing world

Changing definitions of the term “culture”

Changing concepts of home, space and place; colonial to post-colonial notions of “us and them”; reading, writing and depicting “the other”

Culture, language and communication in context (verbal and non-verbal)

Cultural influences on time and space

Cultural influences on social organisation

Cultural "dimensions" and regional influences

Barriers to intercultural communication: group/individual identity and behaviour

Research methods in ICC

Cross-cultural fiction - writing a book review which explores the above themes in a work of cross-cultural fiction

## Part 3: Teaching and learning methods

**Teaching and learning methods:** See Assessment

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Techniques for describing meaning at the lexical level and be able to relate lexical structure to conceptual knowledge

**MO2** Understanding of the ways in which lexical meaning may change and apply knowledge of this to important themes in cultural history

**MO3** Application of the above to the practical business of lexicography

**MO4** Understanding of the concept of "culture" and its influence on language, values, social behavior, world view and identity

**MO5** Understanding of the communication process, its channels (verbal and non-verbal) and its variable use across "cultures", including key socio-cultural influences in identity formation

**MO6** The ability to monitor own English language production, recognise and articulate "difference" in an objective and measured way, and analyse and address problems that occur in the multicultural/international workplace as a result of "cultural" differences

**MO7** The identification of these themes in cross-cultural fiction.

**MO8** The ability to produce and reflect on a piece of travel writing which takes all the relevant issues into account

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/upnq4m-30-2.html) via the following link <https://uwe.rl.talis.com/modules/upnq4m-30-2.html>

## **Part 4: Assessment**

**Assessment strategy:** In this module, students are required to investigate the ways in which socio-cultural concepts underpin who we are, how we see the world and how our language use is, to some degree, determined. Students will consider how socio-cultural change influences lexical and semantic change and learn technical apparatus for dealing with this. TB1 will look specifically at lexical and conceptual knowledge and lexical and conceptual change, the work being oriented in part towards potential employment, as with for example lexicography and the kinds of cultural understanding applicable in tourism.

These skills will be applied to the technical apparatus for describing lexis and lexical change, through a 2000-word essay which combines the theory and the practice of lexicography. Students will apply the tools EITHER to a body of culturally significant material involving linguistic and/or multimodal (but including linguistic) elements, for example in one or more of landscape aesthetics, conventional funerary inscriptions and customs, or modern tourism; OR to the task of devising lexical entries for a stipulated body of lexis which will be specified by the tutor in the module handbook year by year.

Students will further apply this knowledge in the analysis, creation and targeting of a 1000- word piece of travel writing laid out as a magazine-feature, using industry-standard desk-top publishing software. Students will select and research this travel feature, use lexico-semantic tools to write it, lay it out in InDesign, and reflect on and critique the processes involved. This will be done in a 15-minute small group presentation under controlled conditions at the end of TB1.

In TB2, the theoretical and behavioral concepts of culture and communication, which invisibly govern our language use, will be explored, applied and critiqued using cross-cultural fiction. This will culminate in a 1000-word book review of a work of cross-cultural fiction, to demonstrate understanding of the concepts of culture and communication and the skill of book reviewing. (To be handed in at the end of TB2)

These three assessments are aimed at demonstrating industry-facing, workplace writing (style and genre for articles and reviews) and transferable skills (presentation and use of industry standard desk top publishing software). All are career and employability-oriented, in terms of analysis and application of the English language to a) genre and discourse style and b) content: analysing concepts of culture and communication in the multicultural/international workplace.

### **Assessment tasks:**

#### **Written Assignment (First Sit)**

Description: Essay (2500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Presentation (First Sit)**

Description: Group presentation based on travel writing (15 mins)

Weighting: 20 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO8

**Written Assignment (First Sit)**

Description: Review of travel literature (1000 words)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Written Assignment (Resit)**

Description: Essay (2500 words)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

**Presentation (Resit)**

Description: Individual presentation based on travel writing (15 mins)

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO8

**Written Assignment (Resit)**

Description: Review of travel literature (1000 words)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

English Language and Literature [Sep][FT][Frenchay][3yrs] - Not Running BA (Hons)  
2022-23

English Language and Literature [Sep][SW][Frenchay][4yrs] - Not Running BA  
(Hons) 2022-23

English Language and Literature [Sep][PT][Frenchay][6yrs] - Not Running BA (Hons)  
2021-22

English Language and Literature {Foundation} [Sep][FT][Frenchay][4yrs] - Not  
Running BA (Hons) 2021-22

English Language and Literature {Foundation} [Sep][SW][Frenchay][5yrs] - Not  
Running BA (Hons) 2021-22

English Language and Linguistics [Sep][PT][Frenchay][6yrs] BA (Hons) 2021-22

English Language and Linguistics {Foundation} [Sep][SW][Frenchay][5yrs] BA  
(Hons) 2021-22