



Module Specification

Culture in Theory and Practice

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Part 1: Information

Module title: Culture in Theory and Practice

Module code: UPCB88-30-1

Level: Level 4

For implementation from: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: CULTURAL INDUSTRIES

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: This module provides an introduction to the field of cultural theory and critical practice, exploring the key concepts, theories, and debates. Students will engage with a range of theoretical perspectives on, and practice approaches to the complexities of culture, its boundaries, and hierarchies.

This module also aims to develop students' critical analytical skills through practice workshops focused on deconstructing texts, understanding audience engagement,

and interpreting everyday life. The module will provide students with the tools to critically analyse various cultural forms and practices, preparing them for more advanced research methods in their second year.

Features: Not applicable

Educational aims: To introduce students to foundational theories and concepts in cultural theory.

To critically examine the definitions and boundaries of culture.

To explore the relationships between culture, power, and social structures.

To analyse the role of audiences in the context of cultural production and reception.

To develop analytical skills for deconstructing texts, images, and narratives.

Outline syllabus: The module will address the intersections of culture with power, class, and social differences, and explore the roles of audiences in the construction and negotiation of cultural meaning.

The first theme will likely examine culture as a problem of definition, exploring boundaries and hierarchies, institutions, colonial and imperial imperatives, the everyday and resistance.

The second theme will likely explore the relationship between culture and the social, discussing themes around power, class, community, cultural taste, cultural value, the public sphere and citizenship.

The final theme will likely investigate themes concerning culture and difference, centring on the complex concept of 'the individual' as a complicated category emerging in modernity around the idea of mass surveillance, public and private, inner and outer, front and backstage, leading to an understanding of 'subjectivity' as difference.

Focused work will enable students to develop analytical skills for deconstructing

texts, images and narratives; facilitate the understanding of audience engagement, negotiation, resistance and as producers of meaning; and enable students to interpret the ways in which objects and spaces interact and are invested with meaning in everyday life.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching and learning will be delivered through a combination of lecture, academic workshop, technical workshop, seminar, and tutorial formats, as appropriate. Student learning will also be supported by the university's VLE, where teaching slides, reading lists, weekly preparation, discussion boards and lecture recordings are hosted. Students will also be able to access assessment briefs from the start of teaching and will be offered bespoke assessment advice during scheduled teaching time. In addition, students will have regular opportunities to discuss their teaching and learning with the module teaching team, both in-person or online.

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

MO1 Employ effective research methods to explore and gather information related to specific areas of study.

MO2 Evaluate information from various sources, identifying key ideas, and understanding different perspectives.

MO3 Critically evaluate their work, identify areas for improvement, and adapt learning strategies based on feedback and experience.

MO4 Demonstrate an ability to understand, apply and critically analyse key theories and concepts in the academic fields of cultural theory and media communications.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

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

Part 4: Assessment

Assessment strategy: Assessment will be a portfolio. This is designed to test various learning outcomes and areas of the module curriculum. Students have some choice in the topics, concepts, formats and mediums they choose to submit.

The portfolio will include a mix of critical, creative and reflective responses to the module, including written pieces and practice-based exercises.

Formative assessment: in advance of the final deadline, students will be offered assessment consultations to discuss their plans, and the opportunity to receive feedback on a plan and/or a partial version of their work.

The resit will match the first sit.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio of approximately 6 elements.

Weighting: 0 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio of approximately 6 elements.

Weighting: 0 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Culture, Media and Creative Industries BA (Hons) 2025-26

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