



Module Definition Form (MDF)

Module code: MOD005272	Version: 1 Date Amended: 04/May/2017
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1. Module Title
Teenage Kicks: Youth Culture and Media

2a. Module Leader
William Crosby

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
5

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	None		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

The module is concerned with popular culture as defined, practised and consumed against and within 'official' or 'high' culture. It explores issues of identity, resistance and consumption, focusing on specific case studies, including, for example, subcultural practices and style. The relationships between taste, style and ideology are critically explored through an analysis of various sites and products, such as the shopping mall, popular musical forms, television, dress, eating, and leisure activities.

Contemporary icons are addressed for what they are able to indicate about forms of resistance, diversity and identity. The social metaphors a cultural group may employ in terms of the spectacular and the public are considered against the more silent and private strategies of consumption involved in, for example, fashioning of the body and identity. The module thus deals with popular culture both on the terms in which it asserts itself and in the wider framework of a politics of pleasure and possibility, whilst also engaging with the question as to whether the scrutiny of the popular from within the academy may represent a form of populism.

6b. Outline Content

- Definitions of popular culture and key theories and methodologies are addressed through the writings of, for example, Hall, Hebdige, Jenkins, Thornton.
- Key issues explored include the distinction between 'high' and 'low' culture; the popular and individual and collective identity; ritual, style, consumption and resistance; modernity and postmodernity.
- Sites, practices and products of the popular, such as the shopping mall, eating, television viewing, dress and music are analyzed to test perspectives and to explore meanings and the uses to which they are put.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

Lecture and seminar rooms with screening facilities.

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Examine critically key theoretical and methodological approaches to popular culture and locate its practices and products in the broader cultural context.
2	Knowledge and Understanding	Demonstrate a critical understanding of key issues in the study of the popular, such as its relationship to ideology, consumption, resistance, style, taste, pleasure and identity.
3	Intellectual, practical, affective and transferrable skills	Interpret and evaluate a range of written and visual texts in context deploying key methods of analysis.
4	Intellectual, practical, affective and transferrable skills	Apply and evaluate a range of theories and methodologies in the analysis of diverse practices, sites, activities, products and practitioners.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-4	1hr lecture and 1hr seminar per week.
Other teacher managed learning	12	1-4	1hr lecture and 1hr seminar per week.
Student managed learning	126	1-4	Self directed learning
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)
Critical Essay: 3000 words					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above**
- (b) pass any pass/fail elements**

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]