

Module code: MOD007426	Version: 1    Date Amended: 27/Jan/2020
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<b>1. Module Title</b>
The Cultural Politics of Celebrity

<b>2a. Module Leader</b>
Harriet Fletcher

<b>2b. School</b>
Cambridge School of the Creative Industries

<b>2c. Faculty</b>
Faculty of Arts, Humanities, Education and Social Sciences

<b>3a. Level</b>
6

<b>3b. Module Type</b>
Standard (fine graded)

<b>4a. Credits</b>
15

<b>4b. Study Hours</b>
150

<b>5. Restrictions</b>			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
<b>Courses to which this module is restricted:</b>	BA(Hons) Media, BA(Hons) Film and Media		

## LEARNING, TEACHING AND ASSESSMENT INFORMATION

### 6a. Module Description

What can we learn from studying celebrities and celebrity culture? While the very idea of celebrity is often denigrated and dismissed as so much cultural fluff, it is a profoundly important and socially significant subject – perhaps now more than ever. To fully understand these fraught political and range of spheres including film, TV, music, politics, and sports. Drawing from a range of academic literature, this module seeks to define and interrogate the notion of ‘celebrity’ across different historical and national contexts, from pre- to post-digital eras. From the ‘insta-famous’ to YouTubers, from Reality TV presidents to young environmental activists, from film stars to sporting icons, this module offers an in-depth examination of what celebrity means in a 21st century mediascape.

### 6b. Outline Content

- Definitions of Celebrity
- Politics, Society and Celebrity
- Youth Culture and Celebrity
- Reality Television
- Sport stars
- Activism and Celebrity

### 6c. Key Texts/Literature

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

### 6d. Specialist Learning Resources

Access to module materials online and at the library

## 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	Demonstrate, through expository essay writing and oral presentation, breadth and depth of understanding of a range of key theoretical approaches to the study of celebrity culture
2	Knowledge and Understanding	Explore and critically evaluate a range of debates in the development of contemporary cultural theory and relate these to the close study of individual examples of celebrity.
3	Intellectual, practical, affective and transferrable skills	Evidence competence in reflexive study, research presentation and writing skills in the production and innovation of the analysis of celebrity
4	Intellectual, practical, affective and transferrable skills	Critically assess and evaluate the relationship between celebrity and it's representation across a variety of platforms and within the larger socioeconomic culture.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2024/5	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	0	N/A	N/A
Other teacher managed learning	24	1-4	2 hour seminar each week
Student managed learning	126	1-4	Hours of independent viewing, research and preparation of assignments
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	80 (%)	Fine Grade	30 (%)
<b>Critical Essay 2500 words</b>					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	1	20 (%)	Fine Grade	30 (%)
<b>Practical Project 500 words</b>					

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]