

Module code: MOD009597		Version: 1 Date Amended: 30/Oct/2023	
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1. Module Title	
Prejudice and Ideologies	

2a. Module Leader	
Bettina Beinhoff	

2b. School	
School of Humanities and Social Sciences	

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

3a. Level	
6	

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:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

We easily make assumptions about people based on the way they speak, whether this is a regional accent, a second language accent or a different language. In this module, we will explore the reasons for and mechanisms behind these beliefs, attitudes and ideologies about language and how they can lead to prejudice against individuals and groups. We will look at approaches from sociolinguistics and social psychology to explain examples and case studies. We will also look at methodologies that have successfully collected data to investigate people's attitudes towards how other people speak.

6b. Outline Content

- Attitudes, stereotypes and prejudice
- Language ideologies
- Language and identity
- Indexicality and stance
- Folk linguistics
- Citizen sociolinguistics

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

None

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 awareness of the impact of beliefs, attitudes and ideologies on language communities.
2	Knowledge and Understanding	Illustrate how language-related prejudice and ideologies can form.
3	Intellectual, practical, affective and transferrable skills	Synthesise information from a variety of sources and formats.
4	Intellectual, practical, affective and transferrable skills	Undertake independent small-scale research.

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	1-3	Lecture 1-hour x 12 weeks
Other teacher managed learning	12	1-4	Seminar 1-hour x 12 weeks
Student managed learning	126	1-4	Reading and preparatory task for each seminar; formative and summative 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	100 (%)	Fine Grade	30 (%)
Written assignment of up to 3,000 words					

<p>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*).</p> <p>In addition, students are required to:</p> <p>(a) achieve the qualifying mark for each element of fine graded assessment as specified above</p> <p>(b) pass any pass/fail elements</p> <p>[* 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]</p>
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