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| Module code: MOD009597 | Version: 1    Date Amended: 30/Oct/2023 |
|------------------------|-----------------------------------------|

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| <b>1. Module Title</b>   |
| Prejudice and Ideologies |

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| <b>2a. Module Leader</b> |
| Bettina Beinhoff         |

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| <b>2b. School</b>                        |
| School of Humanities and Social Sciences |

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

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

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

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| <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> |             |             |           |

## 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 |
| 2026/7                                         | 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       |                   |                   |               |                         |                     |

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| <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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