

Module code: MOD010844	Version: 2 Date Amended: 09/Jul/2026
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1. Module Title
Cult Media

2a. Module Leader
Harriet Fletcher

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

This module focuses on the idea of 'cult' in relation to film, television and wider media. It explores key themes and debates concerning the distinction between cult and mainstream media, and how cult media, along with its cultures and practices, influences and shapes trends within mainstream media. In this module, we'll explore the historical development and varied applications of the term 'cult', while also addressing theories of quality, taste, and cultural capital in a media context. We'll look at how cult media articulates and explores alternative conceptions of cultural identity (in terms of sexuality, gender, youth cultures and fan cultures). You will consider how discourses such as text, industry and audience contribute to the formation of cult genres, with case studies that may include horror, sci-fi, fantasy, anime and comic book media. Throughout the module, you will engage with theoretical concepts such as genre, media convergence, fan studies, taste, cultural capital and camp.

6b. Outline Content

Topics may include:

- Defining cult
- Issues of 'quality' vs 'trash'
- Taste and cultural capital
- Cult film
- Cult television
- Cult genres e.g. horror, sci-fi, fantasy, anime
- Comic book media
- Video games
- Fans, audiences, subcultures
- Queer culture and camp
- Zine culture

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 an understanding of a range of key theoretical approaches to cult media.
2	Knowledge and Understanding	Demonstrate the ability to apply theoretical frameworks to the study of cult genres, media forms and case studies.
3	Intellectual, practical, affective and transferrable skills	Demonstrate a critical appreciation of cult media through practical engagement with cult texts.
4	Intellectual, practical, affective and transferrable skills	Practice and develop independent study skills, such as research, writing and analysis.

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	1-4	2hr session per week combining lecture and seminar/workshop.
Other teacher managed learning	12	1-4	2hr session per week combining lecture and seminar/workshop.
Student managed learning	126	1-4	Hours to include independent viewing, research and reading.
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	50 (%)	Fine Grade	30 (%)
1500 words zine content					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-4	50 (%)	Fine Grade	30 (%)
1500 words critical analysis					

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]