

Postgraduate Diploma in Media and Cultural Critique

Module Descriptions

Researching Media and Culture

Through a combination of lectures, tutorials and student presentations, this module enables students to define methodological terms, concepts, and processes in media and cultural studies. This helps students make critical judgments on researches commonly used in media and cultural industries, and to design and apply research methodologies to research on media messages, media production and consumption. The module also aims to equip students with the independent research skills they will need to flourish in academic and vocational contexts, and to carry out basic research in order to produce a piece of academic writing.

Analysing Media and Culture

The main objective of this module is to introduce students to the dominant perspectives in media and cultural studies, and thus to help them develop the study of media and cultural institutions, ideologies and policies as part of social and economic reality. At the core of the module is a set of selected scholarly readings that will provide students with an opportunity to review and criticise contesting theories and approaches to the understanding of media and cultural systems and contents in the academic field. The readings and class discussions will be synthesised through a number of presentations and written assignments.

Visualising Cultures

The main objective of this module is to introduce students to the key meanings and structures of visual culture and thus help them investigate the ways in which cultural meanings are articulated, interpreted and communicated through different forms of visual-cultural practices, such as films, photographs, advertisements and museum displays etc. This module will also introduce a range of visual research methods and media production techniques which develop students' capacities in both analysing and creating visual-oriented projects.

New Media

The main objective of this module is to introduce students to the key theories, thinking and debates surrounding new media studies. This module will also contextualise the social functions and cultural meanings of digital/ new media technologies and their changes in different social and historical environments. The module will encourage students to explore different forms of new media experiences and participations, and equip students with practical digital media production skills by designing, producing and publishing creative new media projects.

Media and Popular Culture

This module will focus on key debates on popular culture and cultural consumption in relation to the media. Issues of pleasure, politics, meaning and value will be raised in connection with a range of cultural forms. Situated historically in the twentieth century, the module analyses the development of mass culture as a socio-economic form, and as a term emerging in relation to other media forms, such as Hollywood movies, television programmes, music, art, print and new media. A range of theoretical perspectives will inform the analysis. The consumption of popular culture is addressed through recent ethnographic and qualitative work on audiences.