

Module Code	EC SO4002
Title	Who are We: Culture and Identity
Date	27/03/2019
Level	4
Credits	20
Pre-Requisites	N/A

AIM(S)

- To understand what constitutes culture and identity and how these are represented in society.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- describe what constitutes culture and identity;
- identify the tensions between identity and culture and social norms and values;
- examine how social representations of identity and culture impact upon equity and equality in the modern world.

INDICATIVE CONTENT

- Consider the main defining of what constitutes culture and identity including e.g. similarity and difference; understanding identification; self-image and public image; groups and categories. The main theories associated with identity will be explored for example *Identity Theory* (Stryker; Bauman); *Role Identity Theory* (McCall & Simmons); *Social Identity Theory* (Tajfel & Turner; Cote & Levine); *Collective Identity Theory* (Melucci).
- Explore social norms and values and consider how these are used to 'other' individuals and groups e.g. *Othering* (Husserl). Consideration will be given to the multidimensional nature of identity and *Identity Formation Strategies* (Cote & Levine).
- Social representations within the media will also be explored with attention given to issues of stereotyping and stigma will also be considered particularly within a *Social Media and Online Culture* (Goffman & Rosenberg).

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	30	15%
Independent learning	170	85%
Placement learning	0	0%
TOTAL	200	100%

ASSESSMENT

Assessment Component 1

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Essay	2100 words	70%

Assessment Component 2

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Seminar Presentation	8 minutes	30%

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	70%
Practical	30%
TOTAL	100%

READING LIST

Module Code	EC SO4002	
Module Title	Who are We: Culture and Identity	
Classification	Reading List entry	Electronic*
Essential	Lawler S (2014) <i>Identity: Sociological Perspectives</i> , Malden, MA: Polity Press.	☒
Essential	Jenkins, R (2014) <i>Social Identity</i> , London: Routledge.	☐
Essential	Burke, Peter J., and Jan E. Stets. (2009). <i>Identity theory</i> . New York: Oxford Univ. Press.	☒
Essential	Turner, SP (2010) <i>Explaining the Normative</i> , Cambridge, UK: Polity	☐
Further	MacKinnon, Neil J., and David R. Heise. (2014). <i>Self, identity, and social institutions</i> . New York: Palgrave Macmillan.	☐
Further	Rosenberg, Morris. (1979). <i>Conceiving the self</i> . New York: Basic Books.	☐
Further	Stryker, Sheldon. (2002). <i>Symbolic interactionism: A social structural version</i> . Caldwell, NJ: Blackburn.	☐
Further	Cote, JE. & Levine, CG (2002) <i>Identity Formation, Agency and Culture</i> , London: Routledge.	☐
Further	Goffman, Erving. (1990). <i>The presentation of the self in everyday life</i> . Garden City, NY: Doubleday.	☐
Further	McCall, George J., and J. L. Simmons. (1978). <i>Identities and interactions: An examination of human associations in everyday life</i> . New York: Macmillan.	☐
Further	Brown, R (2010) <i>Prejudice: Its Social Psychology</i> , Oxford: Wiley-Blackwell	☐
Further	Seidler, VJ (2010) <i>Embodying Identities: Culture, Differences and Social Theory</i> , Bristol: Polity Press	
Further	Crawford LA & Novak KB (2018) <i>Individual and Society: Sociological Social Psychology</i> , London: Routledge.	

