

WELCOME

We hope you are looking forward to starting your summer school with us. Here you will find some more information on the course, and what to do on the first day.

We hope you find this information useful. If you have any further questions please don't hesitate to contact us at: shortcourses@lcc.arts.ac.uk

PUT YOURSELF IN THE PICTURE with #LCCsummerschool

Share your London experience on Instagram with friends, old and new.

BEFORE YOU START

You should bring a notebook, pen and sketchbook with you on the first day. You should also bring a USB to save your work. You may also want to bring with you a camera and laptop or tablet, although these are not essential.

ON YOUR FIRST DAY

On your first day, please arrive fifteen minutes before the course starts. Please speak to reception staff who will direct you to the welcome talk. We will give you a short introduction to studying at London College of Communication before your course begins.

Please bring with you your passport or ID card (for students coming from outside the EEA area and Switzerland) with you for visa checks. You won't be allowed to join the course without a valid visa. If you have a **Tier 4 (General) student** you must also provide us with a student status letter issued by sponsor of your Tier 4 visa.

GETTING HERE

London College of Communication is based at Elephant and Castle. The College is based on a single site, within easy reach of various parts of the city and well served by rail, bus and underground networks. Both the Bakerloo and Northern lines stop at Elephant & Castle station. The College is opposite the Elephant & Castle Shopping Centre.

You may find these links useful:

<http://www.arts.ac.uk/lcc/about-lcc/find-us/>
<http://journeyplanner.tfl.gov.uk/>

Travel Times from popular accommodation

Don Gratton House – Take the Northern Line from Aldgate East (32 mins)
Will Wyatt Court – Take the Northern Line from Old Street (23 mins)
The Stay Club, Willesden – Take the Bakerloo Line from Willesden Junction (45 mins)

VISITS

Your course may involve a visit to a museum, gallery, cultural or other district of London. This is your opportunity to put theory into practice! On the day of the visit you will meet at LCC, then travel together. Once the visit is completed you can find your own way home. The College will pay all entry fees.

You can find out more about travel around London in your orientation.

SUMMER SOCIALS

Each year we have some free fun opportunities for you to meet with other students and see in London from a new perspective. Previous summer socials have included

- Street Photography – Learn to snap candid portraits on the streets of London
- Sound Arts - Explore the art of listening in unexpected ways
- Escape the Archive - Locked in the LCC archive you have 60 minutes to escape using materials selected from the Stanley Kubrick archive to solve clues.
- Pub quiz – A British classic

Details on how to book onto the summer socials will be provided during your welcome talk, and on your course schedules.

PRINTING AND WIFI

Printing facilities are available at the college library. There is a fee for all printing. You will be given a username which will allow you access to our computer system, this will be written on your ID badge which will be given to you at reception on your first day. Your password will be your date of birth as written when you booked onto your course.

You will have access to the colleges free Wi-Fi. Further information on printing and Wi-Fi access will be given to you during your induction.

PROGRAMME

This summer school introduces students to key concepts for studying media, communications and cultural institutions and practices. Through a series of detailed case studies, the course explores the relationship between technological, social, economic and political factors in the evolution of mediated communication and culture. These developments will be mapped alongside major debates about the social and cultural impact of media and communication technologies, digitisation, and new media cultures. The summer school also explores the cultural systems of contemporary 'media saturated' societies looking closely at social media and personal/cultural identity, cultures of globalisation, gender and culture, and cultural value and judgement.

You will have the opportunity to visit world-class exhibitions and sites that have made London what it is and show how it continues to evolve today. You will be able to explore the Tate Modern and go on a psychogeography walk around historic, haunted Royal Greenwich and through to the burgeoning multiculturalism that can be found in Deptford.

At the beginning of the course you will learn how to create an engaging blog with images and video. Throughout the course you will add to this and it will form part a larger The London Project which will form part of your assessment. In addition the blog will be a great way for you to record share your experiences with friends and family.

WEEK ONE

The first week will have a focus on media communication. Your tutor will introduce you to the fundamental concepts of media, communications and culture and how these are manifested as processes and practices. Areas covered include audiences and effects, global media and social media.

You will contribute your thoughts in small group discussion to debate about contemporary issues such as digital media and the rise of citizen journalism. By the end of this week you will have an understanding of the communications media as a cultural form and of how it shapes contemporary culture.

WEEK TWO

In this week you will focus on identity, cultural geography and power. Your tutor will present a series of case-studies and ask you to contribute your opinions on issues connected to the city.

Through tutor lead case-studies, walks and group work, this week will give you a detailed introduction to some concepts and debates in cultural studies and how these relate to media processes.

WEEK THREE

In the final week you will complete an individual project about London. Drawing on the concepts and practical knowledge you learned during the first two weeks, you will have the opportunity to develop these skills in the area of journalism and storyboarding. Thus you will analyse cultural industries in London from your own point of view.

You will be assessed on the presentations of your project, giving you the chance to demonstrate the communication skills have developed over the three week course.

Class hours: 75

Non-class hours: 15

Level: You should have some prior undergraduate study in social sciences, but do not need to have studied media or cultural theory before. This course is perfect for you if you are thinking of further study or professional development in the media, cultural or communications industries.

Course Aims

- Enable you to develop a critical understanding of the major theoretical perspectives in the field of media, cultural and communications studies
- Explore the social, historical and economic context of the transformations in media and communications practices and industries and their impact on contemporary cultures and societies
- Develop your understanding of a range of contemporary media, cultural and communications practices
- Support you to be able to present your research and ideas confidently – in writing, face-to-face and online

Learning Outcomes

- Be aware of the economic forces which frame the media, cultural and creative industries, and the role of such industries in contemporary political and cultural life (Subject Knowledge)
- Critically analyse the theoretical issues that inform the media and cultural studies discipline (Research, Analysis)
- An ability to locate and evaluate information from a range of written and / or visual sources (Research, Analysis)
- An ability to communicate ideas and arguments in an academic form (Communication and Presentation)

Example course handbook
Summer Study Abroad: Media, Culture and Communications

Requirements for Assessment

- Contribution to online media presence
- Presentation of ideas and concept development

Reading List and Resources

Please note this list is indicative and you won't need to go out and buy any books until you have begun the course.

Bignall, J. (2002) *Media Semiotics: An Introduction*. Manchester: Manchester University Press.

Cottrell, S. (2008) *The Study Skills Handbook*. 3rd ed. Basingstoke: Palgrave MacMillan.

Hall, S. ed. (1997) *Representations: Cultural Representations and Signifying Practices*. London: Sage.

Gillespie, M. & Toynebee, J. (2006) *Analysing Media Texts*. London: Open University Press.

Williams, R. 2008. 'Darkness, Territorialisation and Social Control'. In. *Space and Culture*. Vol. 11, No. 4. November. 514-532.

Materials Required

Please bring with you:

- DSLR camera or smartphone with a camera
- Sketchbook
- You should also have a Transport for London travel card for getting around London. You may want to wait for the induction session before buying this.

YOUR TUTORS

Chris Sams is an Associate Lecturer for BA (Hons) Media and Cultural Studies.

Chris studied fine art at Chelsea School of Art specialising in film-making, and completed an MSc in Human-Computer Interaction at South Bank University, specialising in interface design and technical authorship. He has used these skills to work in information management and marketing for software houses in London and also worked as a film researcher and film editor in a number of places including the BBC.

Chris has taught a broad range of subjects including media and cultural studies, documentary film-making, fine art, animation, journalism and social sciences. His special areas of interest include: digital interactive media and, currently, aspects of psychogeography and film. Chris has exhibited in various venues including the ICA, the South Bank Gallery and the Milch, working mostly in the area of performance and fine art.

His monograph on the artist James Hutchinson was published by the University of Sunderland, to accompany his show at the Baltic Gallery Gateshead.

Chris is currently undertaking a number of film and walking projects centred on the East End of London with a collective called the Josef Konrad Group.

Dr Charlie Oughton is an Associate Lecturer in BA (Hons) Contemporary Media Cultures, BA (Hons) Media Communications and BA (Hons) Live Events and Television.

Charlie teaches film, television, social media, social research, gaming and cultural analysis. Specialising in media depictions of taboo, Charlie has contributed to a number of books on gender in cinema as well as to several journals on cultural appreciations of true crime. He is also active in the media industry and has contributed commentary materials to home entertainment releases in addition to the co-organisation of arts events including London Horror Festival.

A journalist, Charlie also contributes to publications including Real Crime Magazine, SciFi Now, Starburst and Ain't It Cool News, as well as having served on the juries for the Melies d'Argent Film Award and the British Horror Film Festival. His broadcast credits include BBC News and The Voice of Russia.

Charlie tours film studies cabaret lectures at film festivals, performs vaudeville-style spoken word events on local history and has recently returned to acting via appearances in film.

PROGRAMME

WEEK ONE 10:00 – 16:00

Week 1	Project	Tutor	Location
Monday	Welcome to LCC and tour of the college What is Media, Culture and Communications? Case Study: Reality TV and the fantasy-reality continuum	LCC Short Course team Charlie Oughton	Lecture Theatre B T1103
Monday	Social media: the birth of mass self-communication Social Media: Interactive audiences	Charlie Oughton	T1103
Tuesday	Digital media communication: WikiLeaks and media democracy	Charlie Oughton	LCC Classroom
Tuesday	Workshop: Digital literacies in practice / blogging	Charlie Oughton	LCC Computer room
Wednesday	Audience and Effects: What effects can media have on audiences	Chris Sams	LCC Classroom
Wednesday	Case study: Immigration and the EU Referendum	Chris Sams	LCC Classroom
Thursday	Digitisation and Globalisation	Chris Sams	LCC Classroom
Thursday	Case study: Citizen journalism and the Arab Spring Introduction to the London Project	Chris Sams	LCC Classroom
Friday	Visit	Charlie Oughton	Off site

PROGRAMME

WEEK TWO 10:00 – 16:00

Week 2	Project	Tutor	Location
Monday	Identity: Why do we need it?	Charlie Oughton	LCC Classroom
Monday	Workshop: To be real? Examining personal branding and socialisation in mass media	Charlie Oughton	LCC Classroom
Tuesday	Cultural Ownership: Turf wars and ideas of geographical control	Charlie Oughton	LCC Classroom
Tuesday	Case Study: Night Spaces and ethnography. Is it possible to study subcultural places?	Charlie Oughton	LCC Classroom
Wednesday	Psychogeography – Culture, the city and power	Chris Sams	LCC Classroom
Wednesday	VISIT – A walk around brick lane	Chris Sams	East London
Thursday	Culture and Power continued: Ideology and Culture Capital	Chris Sams	LCC Classroom
Thursday	Case Study: The London riots Project workshop	Chris Sams	LCC Classroom
Friday	Visit	Charlie Oughton	Off site

PROGRAMME

WEEK THREE 10:00 – 16:00

Week 3	Project	Tutor	Location
Monday	The spirit of the story: modern journalism and gothic fears	Charlie Oughton	LCC Classroom
Monday	Case study: Write your own article	Charlie Oughton	LCC Classroom
Tuesday	Introduction to storyboarding	Charlie Oughton	LCC Classroom
Tuesday	Workshop: devise your own short film	Charlie Oughton	LCC Classroom
Wednesday	London spaces continued: writing and filming London	Chris Sams	T LCC Classroom
Wednesday	Project workshop	Chris Sams	LCC Computer room
Thursday	Final Project workshop	Chris Sams / Charlie Oughton /	LCC Computer room
Thursday	Presentation of London Project and feedback	Chris Sams / Charlie Oughton /	LCC Computer room
Friday	Visit – to be confirmed	Charlie Oughton	Off site
Friday	2 pm - Graduation and exhibition	Charlie Oughton /	LCC Gallery

Example course handbook
 Summer Study Abroad: Media, Culture and Communications

APPENDIX: LCC Grading Matrix

Criteria	Fail -F	Marginal Fail – E	Pass - D	C	B	A
1 Research Systematic identification and investigation of a range of academic and cultural sources	Little or no information presented	Information presented does not relate sufficiently to the task; there may be evidence of rudimentary research	Adequate information has been gathered and documented from readily available sources applying standard techniques	Information is accurate, appropriately categorised and from a range of sources	Well informed judgements made of the relative value of connected information from a wide range of sources	Extensive independent research, accuracy, familiarity with the material, and sound judgements
2 Analysis Examination and interpretation of resources	Little or no evidence of examination of source material	Constituent elements may be incorrectly identified; analysis may be attempted but not justified	Key elements within relevant information are identified, but may lack accurate interpretation	Accurate interpretation of the relationships between constituent elements	Accurate interpretation and evaluation of relationships between elements	Accurate and perhaps personally based synthesis and evaluation of elements
3 Subject Knowledge Understanding and application of subject knowledge and underlying principles	Unable to evidence or articulate basic principles and knowledge related to the subject	Limited knowledge of the subject and its development	Evidence of understanding key aspects of the subject context, in current debates and / or historical background. References to some relevant movements / people	Accurate understanding of subject context. References to key movements and people	Accurate, extensive understanding of subject context. Evidence of appreciation of the relative significance of movements and people	Contributes to the subject debate by assimilating knowledge into a personal hypothesis (or elements of / the beginnings of one)
4 Experimentation Problem solving, risk taking, experimentation and testing of ideas and materials in the realisation of concepts	Little or no engagement with alternative ideas and processes	Unable to identify problems; does not understand the purpose of risk taking or exploration of alternatives	Operates within familiar and well established ideas, processes, media and / or materials; some evidence of exploration	Evidence of exploration of processes, media and materials; may lead to potential directions for future work	Evidence of conceptual risk taking / using own analysis to inform further cycles of inquiry and potential future directions	Unfamiliar conceptual territories may be explored
5 Technical Competence Skills to enable the execution of ideas appropriate to the medium	Execution demonstrates poor judgement and very limited command of techniques	Uses limited rudimentary processes exercising little judgement	Skills are adequate to communicate ideas; accepted conventions and procedures	Skills facilitate communication of ideas; evidence of checking / testing / finishing; conventions	Skills facilitate practice and the communication of ideas; full command of conventions and procedures is	Idea and technique are unified. Discernment and judgement are evident. Technical / craft skills may have

Example course handbook
 Summer Study Abroad: Media, Culture and Communications

			are usually applied	and procedures are used consistently and appropriately	evident	contributed to conceptual advances
Criteria	Fail -F	Marginal Fail – E	Pass - D	C	B	A
6 Communication and Presentation Clarity of purpose; skills in the selected media; awareness and adoption of appropriate conventions; sensitivity to the needs of diverse audiences	Ineffective use of visual / oral / written communication conventions in the production and presentation of ideas	Partial lack of awareness and observance of conventions and standards; lack of clarity in structure selection and organisation of information; lack of awareness of audience	Conventions and standards are applied; structure is clear; information selection and organisation shows awareness of audience requirements and preferences	Communication media have been selected / used with good judgement; standards and conventions of use have been fully adhered to; decisions show awareness of the audience and the context	The nature and strengths of appropriate communication media have been exploited; information has been selected, organised and presented showing awareness of audience and context	Message and medium are unified with personal style; the communication is persuasive and compelling; it takes full account of diverse audience needs
7 Personal and Professional Development Management of learning through reflection, planning, self direction, subject engagement and commitment	Consistent lack of evidence of reflection or planning for learning. No awareness of personal strengths and weaknesses in relation to task	Sporadic evidence of reflection and planning for learning but not followed through consistently. Incomplete awareness of personal strengths and weaknesses	Evidence that reflection and planning have led to increased subject engagement and commitment. Developing an awareness of strengths and weaknesses	Evidence that a cycle of reflection and planning has been iterative and productive. Actively works to develop strengths and mitigate weaknesses	Reflection and planning is self directed, iterative, habitual and evidenced clearly. Strengths have been built on, weaknesses have been mitigated	Takes full responsibility for own learning and development through iterative cycles of well articulated purposeful analysis and planning, supported by extensive evidence
8 Collaborative and / or Independent Professional Working Demonstrates suitable behaviour for working in a professional context alone or with others in diverse teams	Does not collaborate with others; unproductive working alone; shows no knowledge of related profession	Collaborates reluctantly; struggles to produce work alone; has unrealistic view of professional life	Awareness of main standards required of relevant profession. Able to work both collaboratively and independently	Aware of and able to meet most standards required of relevant profession in simulated or real professional situations. Productive when working in a team or working alone	Aware of and able to meet most standards required of relevant profession in simulated or real professional situations. May work well in a team, provide effective leadership, and demonstrate a well rounded profile working alone	Integrates a sense of own identity productively into real or simulated professional situations. Can work comfortably as a team member, in a leadership role, or alone