

Module Title:	Celebrity Studies
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	The learning outcomes will be achieved through the following teaching methodologies: Lectures – Communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises – students will analyse relevant topics in Celebrity Studies. Class discussion and debates - students will be encouraged to actively participate in the class debates which will develop their analytical skills. E-Learning – Use of VLE (Blackboard) will be used Self-directed learning – Independent reading and research will be encouraged through the use of SETU's Learning Resource Centre, audio-visual material and reading.
Module Aim:	Utilizing theoretical frameworks from Media and Cultural Studies, this module aims to introduce students to key concepts in celebrity culture. The module maps the dynamics of celebrity across history, mediums and audiences, engaging with the economic and cultural systems of capital that drive iterations of fame and stardom.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Demonstrate an understanding the relationship between celebrity culture and economic/cultural capital
LO2	Ability to identify key advancements in celebrity culture
LO3	Ability to analyse how celebrity culture intersects with theories of gender, race and class
LO4	Develop written assessments in Media and Cultural Studies
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
From Stage to Screen Vaudeville, theatre and celebrity - The Irish on the American Stage - Early cinema.
Hollywood Studio System Stars of the big screen - Hollywood Golden Age
From Big to Small Screen Early television and cultural change - 1950s teen idols - crossover stars
Reality TV Rise of the reality TV and the new "ordinary" celebrity - tabloid cultures - self-branding - global television cultures
Social Media Celebrities From internet stars to social media influencers - attention economy - micro celebrities - economy of self

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Written Project with 2 parts	1,2,3,4	100.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	7	Mandatory