

London: Cultural Capital of the World

| | |
|---------------|--|
| Module Code | 4JRNL007X |
| Module Level | 4 |
| Length | Session Two, Three Weeks |
| Site | Central London |
| Host Course | London International Summer Programme |
| Pre-Requisite | None |
| Assessment | 100% Individual portfolio of cultural journalism |

Special features

Site visits: Banksy exhibition. Note: site visits are subject to change.

Summary of module content

This module offers students an introduction to the arts, entertainment, fashion, architecture and history that have made London the world's most influential and vital cultural hub. Why see Paris and die when you can see London and live? How did London become the world capital of music, art, fashion, design, theatre, film, architecture, and so much else? From rock legends to the Royal Opera, Shakespeare to shock art and cathedrals to Canary Wharf, this module describes how London emerged from the ashes of war to become the most vibrant and culturally rich city on earth. It aims to give students an overall appreciation of London culture and to teach them the skills they need to write fluent, confident and relevant reviews across a variety of arts and entertainment genres. It will also give students an introduction to the various ways the arts are covered across all media platforms and to the work of some key London artists, designers and performers.

Learning outcomes

By the end of the module the successful student will be able to:

1. Demonstrate an appreciation of London's rich cultural heritage and activity (GA1, GA4, GA5)
2. Understand and analyse different types of arts and cultural journalism and apply that understanding to the written work they do on the module (GA1, GA2)
3. Write shorter forms of cultural journalism (reviews, news) London's arts and entertainment that are engaging and relevant (GA2, GA4, GA5)
4. Write longer features about London's cultural scene that use original reporting and research to develop engaging and relevant perspectives (GA2, GA4, GA5)
5. Demonstrate a growing understanding of the role of the critic and reviewer in arts and culture (GA1, GA3, GA5)
6. Reflect on their own performance as journalists and demonstrate a developing awareness of the approaches of professional critics (GA1, GA4, GA5).

Graduate Attributes these learning outcomes contribute to:

| | |
|-----|--|
| GA1 | Critical and creative thinkers |
| GA2 | Literate and effective communicator |
| GA3 | Entrepreneurial |
| GA4 | Global in outlook and engaged in communities |
| GA5 | Social, ethically and environmentally aware |

Indicative syllabus content

1. Introduction to the role of the arts journalist
2. Introduction to criticism in general and the role and responsibility of the critic
3. Recent history of music, art, film, comedy, design, theatre and other art forms, with specific reference to London as a cultural hub
4. Art gallery visit and talk from gallery staff (e.g. Tate Modern)
5. Theatre visit and talk from director or cast
6. Workshops on review writing
7. Workshops on arts features – interviews, backgrounders, profiles
8. Arts news writing.

Teaching and learning methods

Students will be taught in a variety of ways:

- **Whole class workshops, using Powerpoints and audio/video where appropriate** – These sessions mix lectures from the tutors with more hands-on work by students, developing ideas and producing content and stories.
- **Visiting specialist speakers** – There may be visits from industry specialists or subject experts.
- **Tutorials where necessary** – These may be informal one to one discussions during the whole class workshops. They may be more formal affairs, scheduled to help the development of individual writing.
- **Site visits** – Students may visit key locations – from art galleries to the theatre.

NB This module is delivered in burst mode, over a three-week period during the University of Westminster's London International Summer Programme. Students will be taught for four days a week (three half days and one full day of teaching – the latter will focus mostly on going out and gathering stories). The module will be taught at a central London site.

Classroom work will be supported by lecture notes and handouts. Material will be made available via Blackboard.

| Activity type | Category | Student learning and teaching hours* |
|---------------|-----------|--------------------------------------|
| Lecture | Scheduled | |
| Seminar | Scheduled | |

| | | |
|--|-------------|-----|
| Tutorial | Scheduled | |
| Project supervision | Scheduled | |
| Demonstration | Scheduled | |
| Practical classes and workshops | Scheduled | 36 |
| Supervised time in studio/workshop | Scheduled | |
| Fieldwork | Scheduled | |
| External visits | Scheduled | 12 |
| Work-based learning | Scheduled | |
| Total scheduled | | 48 |
| | | |
| Placement | Placement | |
| Independent study | Independent | 152 |
| Total student learning and teaching hours | | 200 |

*the hours per activity type are indicative and subject to change.

Assessment rationale

Students are assessed through one piece of coursework over the duration of the module.

Coursework 1 comprises a portfolio that will include the following:

- Two reviews
- One background feature
- One profile
- One short arts news piece
- A reflective essay looking at their own work on the module and their own experience of London's cultural scene.

This will measure students' progress towards all the Learning Outcomes on the module.

There is one formative assessment on this module. Early on in the module, students will write a short review – about a London-based subject of their choice. They will receive feedback on this, which should help them with the successful completion of the stories for their final portfolio.

Assessment criteria

Students will be assessed according to the extent that their work demonstrates:

- That the overall learning outcomes have been met
- The ability to create work that meets the requirements of a specific brief
- A developing understanding of the way arts journalists work and an ability to apply that understanding to their own journalism
- A developing awareness of the London cultural scene and its recent history
- An ability to research and write a range of cultural journalism, from short news and to longer features
- A developing sense of critical judgement, with respect to a selection of art forms – and an ability to communicate that judgement in engaging reviews
- A reflective approach to their magazine work.

Assessment methods and weightings

| Name of assessment | Weighting % | Qualifying mark % | Qualifying set | Closed/open book exam (incl. no of hrs) |
|--|-------------|-------------------|----------------|---|
| CWK1 Individual portfolio of cultural journalism | 100% | | | |

Sources

Guardian Arts online
Times Saturday Review
Daily Telegraph Saturday review
Sunday Times Culture supplement
Sunday Telegraph arts pages
Observer arts pages
Time Out (Free)
The Evening Standard (Free)
Londontheatre.co.uk
Drownedinsound.com
Indielondon.co.uk

Books

- Ross A, *Listen to This* (Fourth Estate: 2011)
Walmsley B, *Key Issues in the Arts and Entertainment Industry* (Goodfellow, 2011)
Monaco J, *How to Read a Film* (OUP USA, 2011)
Brayfield C, *Art Reviews and How to Write Them* (Kamera Books, 2008)
Denby D: *Do Movies Have a Future?* (Simon & Shuster, 2012)
Shrum W: *Fringe and Fortune: The role of critics in high and popular art* (Princeton University Press 2007)
Carey J: *What Good Are the Arts?* (OUP, 2006)
Hughes R: *The Shock of the New* (Thames and Hudson, 1991)
Hook P: *The Ultimate Trophy – How Impressionist Painting Conquered the World* (Prestel, 2005)
Berger J, *Ways of Seeing* (Penguin 1990)
Billington M, *One Night Stands* (Nick Hern Books, 2007)
French P, *Collected Reviews* (Carcanet Press 2007)

[Table of Contents](#)