

# Structured in relation

Business



This approach mirrors the teaching and learning processes of the module, is the hallmark of visual cultural analysis, and is the logical extension of the work you have undertaken for workshops which served as valuable ‘rehearsal’ for this assessment. The aim of the critical case study is to bring together the threads of your knowledge and understanding of the interdisciplinary field of visual cultures, its contribution to sociological knowledge and understanding and its varied methodological approaches, to produce an in-depth, focused analysis of visual cultural data. Such data can be drawn from a wide variety of sources including film, television, artworks, sculpture, architecture, computer games, internet, fashion, photography, cartoons etc.

ND may be both contemporary or historical. The key requirement is that your data is used as source to develop a visual cultural analysis of an aspect of social life of your Choice. There is a considerable amount of flexibility and choice in the selection of {Our case study; however, it is your responsibility to make sure that your choice of case is viable and that there is plenty of available literature to support your intellectual discussion/arguments.

The critical case study, then, is ‘self-defined’ and ‘self-directed’, in the sense of setting your own topic of interest, but it also needs to be clearly linked to, and conceptualized within a frame of reference which demonstrates your grasp of the theoretical and analytical frameworks explored in the module programme. In other words, you will be conducting your own theoretically informed, empirical research.

Please be sure not to make the mistake of reproducing an analysis already published in the academic literature. Rhea key elements for the case study are the following; that it: Incorporates a small sample of the visual media which constitute the raw data of the case; in other words, as far as possible, your visual cultural data should be reproducible, or re-presentable as imagery.

Has a clear theoretical/conceptual focus which is conceptualizes within the literature Establishes an argument (or arguments) about this focus; that is, it puts forward a proposition(s) to be explored/discussed Sets out an appropriate methodological framework for collecting and analyzing the visual cultural data Analyses the data in relation to the arguments raised, positing any new or innovative insights yielded by your analysis In addition: Rhea 'critical' aspect of your case study should recognize not only the limits of your analysis, but also the limits of the visual cultural framework within which you are

Morning. Your case study should take the form of an essay which is structured in relation to a your own) developing argument. In this sense, please regard the discussion points listed above as an aide memoir, rather than as a series of 'section headings' to be slavishly followed.

You may use one of the case studies explored in the Workshop Programme, but you must demonstrate research and analysis which goes beyond workshop preparation and material. Rhea case study is an academic piece of work. You should therefore research for it by consulting periodicals and academic texts.

Recommended Journals for this subject area are listed in the Module Booklet under Module Bibliography. Ensure that your case study is fully and correctly referenced.

You should use the Harvard Referencing System. Please note that the quality of referencing, and the range and diversity of your bibliography will be a key factor in the mark achieved. Please also see below. Case studies should be 2500 words in length; your work must be word-processed and submitted via Turning – see Turning Instructions at the end of this handout.

E- mailed and fax-De submissions are not acceptable under any circumstances.