

Popular Music

UCAS Code: Combined Honours only (please see website for details)

Duration: 3 years | Full-time | Creative Campus | 2018/19

Work placement opportunities | International students can apply



Course Overview

What do we mean when we both study and play popular music? What exactly are we talking about when we consider the 21st century popular music industries? Our Popular Music degree enables you to appreciate the dynamic relationship between the rapidly changing practices involved with the creation, performance and marketing of popular music and its theoretical, methodological, professional/industrial, ethical and social contexts.

This degree offers a unique integrated three-strand approach - 'performing', 'studying', and 'the business of' - to create not only an opportunity to play popular music at a professional level, but also to consider the study of popular music as a text-based discourse. By studying this degree, you will gain the ability to perform and/or compose at a professional level and to apply stagecraft and technological excellence in a practical manner. You will also gain an understanding of the key developments relevant to the study of popular music industries of the 21st century, at both national and international levels.

Our Popular Music degree utilises a research-led teaching approach underpinned by both academic and industry-facing skills. It will provide you with personal and academic development, alongside work and performance-based experience, to ensure you graduate with the skills and knowledge base highly valued by employers.

Entry Requirements

The standard offer level is between BBB-BBC from A levels or DDM-DMM from BTEC, or 120-112 UCAS tariff points.

Fees and Additional Costs

The tuition fees for 2018/19 are £9,250 for full-time undergraduate courses.

On top of your tuition fees, you will need approximately £200 to buy key textbooks needed for the degree.

You will also need to consider the cost of your accommodation each year whilst you study at university.

Visit our accommodation webpages for further details about our Halls of Residence: www.hope.ac.uk/halls



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Popular Music Curriculum

Year One

You are introduced to constructing popular music histories, as well as industries and institutions then and now. You study genres and the sociology of the music consumer, and are also introduced to popular music audiences and fandom, with a focus on representations of race and gender. Finally, you explore popular music places, spaces and representations, and will be introduced to the 'stream age'.

You learn about the foundations to performance in context, and you also study stage craft and musicianship. You will look at the dominance of the popular song, and will be introduced to DIY performance cultures past and present.

This theme teaches you about the business of popular music. You will learn about rights, ownership and copyright and will explore historical cases of copyright issues. You will also learn about the intricacies of contracts and royalties, as well as global intermediaries in the new popular music environment. Finally, you will study collecting agencies in the UK.

Year Two

Your second year deepens your knowledge of popular music. You study in more depth the history of popular music, exploring a number of mainstream vs marginalised popular music case studies. You look at criticisms of existing popular music histories, as well as popular music and cultural theory. You will also analyse popular music in terms of music as text, and will look at musical and cultural repertoires. Finally, you study African American, European Vernacular, and European Art discourses.

You will study the recording studio past and present, as well as stagecraft and musicianship. You learn about recording for new media, digital audio work stations and songwriting in content. You will spend 6 weeks in a studio setting for intensive songwriting. Finally, you explore popular music rehearsal time and space, with a focus on sound, style and setting.

In your second year, you look at global music marketing in the 21st Century music industries. You explore local music marketing strategies, as well as interconnected marketing such as media and creativity in marketing. A series of guest speakers will give lectures on social networking and popular music promotion.

Year Three

Your final year allows you to complete a research project on a topic of your choice, with guidance from your tutor. You will look at the key underpinnings of analysis of popular music, including genre, lyrical, structural, and semiotic analysis. You also study representation on radio, TV and popular music journalism, as well as popular music and the moving image.

This theme culminates in the production of a research project portfolio which includes advanced songwriting in context. You will be working towards a live performance.

You will undertake a placement in a local music establishment, completing a minimum of 12 hours work. You will also learn about self-employment and the music industry, including autonomy, accountability and working with others. Finally, you will study popular music business strategies, working towards a gig by creating, producing and marketing a gig event.

COURSE STRUCTURE

Teaching on this degree is structured into lectures, seminars, and tutorials which typically have no more than 10 students. You also have the opportunity to have a one-to-one meeting with your tutor each week.

For the Popular Music part of your Combined Honours degree, in your first year of study there are approximately 6 teaching hours each week, which reduces to approximately 5 teaching hours each week in your second and third years. On top of teaching hours, you are also expected to spend a number of hours studying independently each week, as well as studying in groups to prepare for any group assessments you may have.

Work Placement Opportunities

In your final year, you will undertake a Negotiated Learning Project. This will be a placement at a local industry provider such as The Beatles Story, BBC Radio Merseyside, Minerva Arts, The Rustic Arts Festival, Soundbox Promotions.

ASSESSMENT AND FEEDBACK

During your three years of study, you will have a number of assessments, including coursework, written exams, performance exams, a portfolio and a placement report. In your final year, you will also undertake a research project. You will receive both written feedback and you are also able to discuss this feedback directly with your tutor.



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