

student as producer

STUDENTASPRODUCER.LINCOLN.AC.UK

Conference 2013 – June 26th – 27th

Session 3.2

A critique of the Student as Producer based on contemporary notions of the 'student identity'

Richard Scullion, Bournemouth University

Abstract

Our proposed workshop is directly related to three of the conference themes. It includes reflection on efforts to embed SAP within the curriculum, it considers issues pertinent to enhanced student engagement and it is premised on using existing theory to help unpack the challenges in achieving embedded SAP.

Previous work on both student as consumer (Molesworth et al 2009) and on student choice (Nixon et al 2010) form the conceptual base for our lens of 'student identity' to critique student as produce SAP. Student identity has been characterised in our previous work as consumerist in nature making them comfortable to play the contemporary role of student as passive learners, hedonistic, individualist, career oriented and extrinsically motivated. 'Current marketised HE discourse promotes a mode of existence where students seek to have a degree, rather than be learners' (Molesworth et al 2009 pxx). Linking these dominant identity discourses to practice theory (Warde 2005) a series of commonplace student practices are apparent; dependent, risk averse, resistant to transformation, assessment driven, semi engaged in learning, distant from the discipline they are studying, at times even anti scholarly. This focus on contemporary student identities and resultant student practices informs our problematising of SAP.

We will refer to conceptual aspects of SAP in our critically reflective piece. For example, SAP calls for a 'redesign of the organising principle through which knowledge is currently being produced (Neary and Winn 2009). Our experiences suggest attempts at SAP are often isolated events not institutionally embedded, furthermore, that such efforts appear in conflict with increased marketization of the HE sector (Molesworth and Scullion 2005).

Presenter details

Dr Richard Scullion

Richard is a senior lecturer in the Media School, Bournemouth University. He teaches in advertising, political communication and increasingly social communication contexts. His research spans consumer culture, political promotion and pedagogic issues related to marketised HE.

rscullion@bournemouth.ac.uk

Molesworth, M. Scullion, R and Nixon, E (2011) *The marketization of Higher Education and Student as Consumer*, Routledge, London.

