Liverpool John Moores University

Title:	TV ACROSS LANGUAGES
Status:	Definitive
Code:	4000LASS (108358)
Version Start Date:	01-08-2011
Owning School/Faculty: Teaching School/Faculty:	Liverpool Business School Liverpool Business School

Team	Leader
Adrian McGrath	Y

Academic Level:	FHEQ4	Credit Value:	12.00	Total Delivered Hours:	24.00
Total Learning Hours:	120	Private Study:	96		

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Seminar	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	2 pieces of group coursework (25% each) and one individual piece (50%	100.0	

Aims

To study the role of television in Britain, France, Japan, China and Spain To identify universal and diverse aspects of this popular media To adopt a linguistic approach to studying this topic. To develop cross-cultural awareness among the language groups represented.

Learning Outcomes

After completing the module the student should be able to:

- 1 Establish common links within different linguistic boundaries
- 2 Research a given topic and present their findings alongside partners from other languages
- 3 Demonstrate knowledge of the various genres / language styles highlighted on the course such as soaps, the news, and adverts
- 4 Show an awareness of linguistic and paralinguistic aspects of programmes studied
- 5 Display an understanding of the cultural values implicit in the policies adopted by the television providers studied
- 6 Articulate potential likely new directions for the TV medium in the future

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

CW 1 2 3 4 5 6

Outline Syllabus

All sessions will be conducted in English Examination of programme types: the news / weather/ soaps / comedy / adverts

Learning Activities

Task based learning in small groups Interactive viewing Discussions Group research Student and staff interaction

References

Course Material	Book
Author	Andrejevic, M (2004) 'Reality TV : the work of being watched' Rowman & Littlefield
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Bell,A. (1994) 'The Language Of News Media' Blackwell
Publishing Year	0

Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Bonner, F (2003) 'Ordinary television : analyzing popular
	TV' Sage
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Cole, Ellen (2003) 'Featuring females : feminist analyses of
	media ' American
Publishing Year	0
Title	Psychological Association
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Diaz,L. (1994) 'La Television en España' Alianza Editorial
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Alexander, L (2004) 'Teaching TV soaps ' London : BFI
	Education
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Myers,G. (1994) 'Words In Ads' Arnold

Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Brown, M E (1994): Soap Opera and Women's Talk. Newbury Park: Sage
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Toussaint-Desmoulins, N (2004) 'L'économie des médias' PUF
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	www.adforum.com
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Book
www.thinkbox.tv
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Notes

This module provides an opportunity to develop critical awareness of one of the major contemporary cultural artifacts, as manifested in a number of countries. It enables students to meet across language and cultural boundaries.