

## Liverpool John Moores University

Title: Media Communication Theories  
Status: Definitive but changes made  
Code: **4000MASSCO** (119062)  
Version Start Date: 01-08-2012

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Arts, Professional and Social Studies

| Team         | Leader |
|--------------|--------|
| Iqbal Akthar | Y      |

**Academic Level:** FHEQ4      **Credit Value:** 24.00      **Total Delivered Hours:** 74.00  
**Total Learning Hours:** 240      **Private Study:** 166

### Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 24.000        |
| Seminar   | 24.000        |
| Workshop  | 24.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|-------------|---------------|---------------|
| Essay    | ESSAY             |             | 50.0          |               |
| Exam     | EXAM              |             | 50.0          | 2.00          |

### Aims

*Introduce to students a range of theoretical approaches relevant to the study of mass communications.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Assess the relative strengths and weaknesses of theoretical approaches discussed throughout the module.
- 2 Discuss media texts and cultural practices whilst drawing upon a range of theoretical positions.

### Learning Outcomes of Assessments

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

|                  |   |
|------------------|---|
| ESSAY 1500 words | 1 |
| EXAM             | 2 |

### Outline Syllabus

*Study of major components of mass communication: the sender, the message, and the audience; encompasses the diverse forms of mass communication in contemporary societies: television, radio, newspapers, film, music, the internet and other forms of new media.*

*Look at how theories of mass communication relate to the broader understanding of society and culture*

*The history of theories of mass society and mass culture*

### Learning Activities

Lectures, tutorials and workshop exercises.

### References

|                        |   |
|------------------------|---|
| <b>Course Material</b> | Book  |
| <b>Author</b>          | Brooke Erin Duffy (Editor), Joseph Turow (Editor) |
| <b>Publishing Year</b> | 2008  |
| <b>Title</b>           | Key Readings in Media Today                       |
| <b>Subtitle</b>        | Mass Communication in Contexts                    |
| <b>Edition</b>         |   |
| <b>Publisher</b>       | Routledge   |
| <b>ISBN</b>            | 0415992044  |

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Course Material</b> | Book                                |
| <b>Author</b>          | Denis McQuail                       |
| <b>Publishing Year</b> | 2000                                |
| <b>Title</b>           | McQuail's Mass Communication Theory |
| <b>Subtitle</b>        |                                     |
| <b>Edition</b>         | 4th                                 |

|                  |            |
|------------------|------------|
| <b>Publisher</b> | Sage       |
| <b>ISBN</b>      | 0761965475 |

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|------------------------|-------------------------------|
| <b>Course Material</b> | Book                          |
| <b>Author</b>          | Paul Long and Tim Wall        |
| <b>Publishing Year</b> | 2009                          |
| <b>Title</b>           | Media Studies                 |
| <b>Subtitle</b>        | Texts, Production and Context |
| <b>Edition</b>         | 1st                           |
| <b>Publisher</b>       | Longman                       |
| <b>ISBN</b>            | 1405858478                    |

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### Notes

This module introduces students to main theories, debates and concept in the study of mass communications.