

Liverpool John Moores University

Title: INTRODUCTION TO MEDIA STUDIES
Status: Definitive
Code: **4003MEDCUL** (110653)
Version Start Date: 01-08-2014

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Joanne Knowles	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
Workshop	48.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 Word Annotated Bibliography	20.0	
Exam	AS3		50.0	2.00
Essay	AS2	1500 Word Essay - 1	30.0	

Aims

- 1. To introduce students to the determinants of media production and investigate the methods used to research media texts, the media industry and organisational structures*
- 2. To provide students with an understanding of theoretical and historical conceptualisations of media audiences*

3. To examine key issues in debates surrounding the relationship between audiences and the media

Learning Outcomes

After completing the module the student should be able to:

- 1 Undertake critical reading and comprehension which demonstrates knowledge of media analysis.
- 2 Explain the ways in which media products are determined and the conditions within which media professionals operate
- 3 Appraise historical and contemporary analysis and debate in media audience research

Learning Outcomes of Assessments

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

essay	1
exam	2
essay	3

Outline Syllabus

This module is split into 3 blocks; the first considers media texts, the second media institutions and the third media audiences and researching the media. Students are introduced to a number of approaches to the study of media, for example through themes such as textual analysis and semiotics, representations, ideology, media institutions, mass media ownership, globalisation and new media.

Learning Activities

Lectures, task based workshops and reading based seminars

References

Course Material	Book
Author	Burton, G.
Publishing Year	2009
Title	Media and Society: Critical Perspectives'
Subtitle	
Edition	
Publisher	Open University Press
ISBN	

Course Material	Book
Author	Bignall, J.
Publishing Year	2007
Title	'Media Semiotics: An Introduction'
Subtitle	
Edition	
Publisher	Manchester: Manchester University Press
ISBN	

Course Material	Book
Author	Branston, G. and Stafford, R .
Publishing Year	2010
Title	'The Media Students Book'
Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Brooker, W. and Jermyn, D. (eds)
Publishing Year	2003
Title	'The Audiences Reader'
Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Taylor, L. and Wills, A.
Publishing Year	1999
Title	'Media Studies: Texts, Institutions and Audiences'
Subtitle	
Edition	
Publisher	Oxford: Blackwell
ISBN	

Course Material	Book
Author	Briggs, A. & Cobley, P (eds.)
Publishing Year	2002
Title	"The Media
Subtitle	An Introduction"
Edition	
Publisher	Essex Longman
ISBN	

Course Material	Book
Author	O'Sullivan T. and Jewkes, Y (eds.)

Publishing Year	1997
Title	'The Media Studies Reader'
Subtitle	
Edition	
Publisher	London: Arnold
ISBN	

Course Material	Book
Author	Curran, J.
Publishing Year	2002
Title	'Media and Power'
Subtitle	
Edition	
Publisher	available via library website as an online source
ISBN	

Course Material	Book
Author	Macdonald, M.
Publishing Year	2003
Title	"Exploring Media Discourse"
Subtitle	
Edition	
Publisher	London: Arnold
ISBN	

Notes

This module introduces students to three different approaches to media analysis, text, production and audience. Case studies are used to introduce students to media production and professional practice. It provides students with an introduction to media audience research, from its beginnings in mass communications and quantitative research to its re-evaluation in the 1980s and the introduction of qualitative research.