

## Liverpool John Moores University

Title: Social Interaction  
Status: Definitive  
Code: **4004MASSCO** (119065)  
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:** 72.00  
**Total Learning Hours:** 240  
**Private Study:** 168

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	24.000
Seminar	24.000
Workshop	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	SELF-EVAL		50.0	
Essay	ESSAY		50.0	

### Aims

*To develop students' ability to analyse and explain effective communication across cultures and platforms.*

*To provide students with an opportunity to self-evaluate the language in media.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the role of the communication process and the factors that affect it.
- 2 Explain how cultural and media can influence communicative effectiveness in different settings (for example in social networking sites and in advertising)
- 3 Reflect critically an understanding of how languages are used in various media.

### Learning Outcomes of Assessments

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

SELF-EVALUTATION	2	3
ESSAY	1	

### Outline Syllabus

*Study of communication process from the perspective of media and cultural.  
Understand how communication takes place in various media.  
Discourse analysis as a method to understand language.*

### Learning Activities

Lectures, tutorials and workshop exercises.

### References

<b>Course Material</b>	Book
<b>Author</b>	Alan Firth
<b>Publishing Year</b>	2011
<b>Title</b>	Spoken Discourse and Social Interaction
<b>Subtitle</b>	
<b>Edition</b>	1st
<b>Publisher</b>	Hodder Education
<b>ISBN</b>	0340741848

<b>Course Material</b>	Book
<b>Author</b>	Crispin Thurlow , Laura Lengel and Alice Tomic
<b>Publishing Year</b>	2004
<b>Title</b>	Computer Mediated Communication
<b>Subtitle</b>	An Introduction to Social Interaction Online
<b>Edition</b>	1st
<b>Publisher</b>	Sage
<b>ISBN</b>	0761949542

## **Notes**

This module examines the development of relationships, the role of communication in social influence and other communication activities as they occur in face-to-face and on-line settings