

## Liverpool John Moores University

Title: INTRODUCTION TO MEDIA AND CULTURAL INDUSTRIES  
Status: Definitive  
Code: **4017MEDCUL** (110666)  
Version Start Date: 01-08-2015

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

Team	Leader
Clare Horrocks	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: Standard Year Long

Component	Contact Hours
Lecture	18.000
Workshop	54.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Test	AS1		20.0	1.00
Report	AS2		30.0	
Portfolio	AS3		50.0	

### Aims

1. To introduce students to the study of media and cultural industries
2. To assist students in developing the conceptual and critical language necessary for studying media and cultural practice
3. To enable students to critically reflect on their own media practice

## Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise twenty first century professional practice in media and cultural industries.
- 2 Evaluate a range of different communication strategies.
- 3 Critically reflect on their own media practice.

## Learning Outcomes of Assessments

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

Test	1
Report	2
Portfolio	3

## Outline Syllabus

*Introduction to the study of popular culture through an analysis of varied representations of travel, entertainment and leisure*  
*Critical examination of the tourist industry and its relation to different media forms*  
*Examination of twenty first century journalism e.g. podcast, new print media, on-line and citizen correspondence*  
*Critical and creative engagement with styles and genres of new media journalism*  
*New media impact on professional practice.*

## Learning Activities

Lectures, task based workshops and reading based seminars.

## Notes

Understanding the range of media and cultural industries is vital to academic study across the programme and for encouraging students to take up work based learning opportunities. The module examines two distinct media and cultural industries e.g. tourism and journalism and considers how they can be contextualized and studied in terms of popular culture, professional practice and the development of the industry in response to new media and changing cultural determinants.