

Liverpool John Moores University

Title: INTRODUCTION TO MEDIA THEORY INSTITUTIONS AND PRACTICE
Status: Definitive
Code: **4018MEDCUL** (117971)
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:** 36.00 **Total Delivered Hours:** 108.00
Total Learning Hours: 360 **Private Study:** 252

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	36.000
Seminar	48.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	as1	essay -	20.0	
Essay	as2	essay	30.0	
Portfolio	as3	portfolio	50.0	

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

4. To enable students to critically reflect on their own media practice

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate knowledge of media analysis in critical reading and comprehension
- 2 Demonstrate an awareness of the ways in which media products are determined and the conditions within which media professionals operate
- 3 Appraise twenty first century professional practice in media and cultural industries and critically reflect on their own media practice.

Learning Outcomes of Assessments

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

essay 1	1
essay 2	2
portfolio	3

Outline Syllabus

This module considers the production and analysis of media texts and then situates this understanding in the context of media institutions, media audiences and media research. 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. Journalism has been chosen as a substantive case study e.g. podcast, new print media, on-line and citizen correspondence. Students are then asked to consider the impact of digitization on professional practice and to undertake critical and creative engagement with styles and genres of new media journalism.

Learning Activities

Lectures, task based workshops and reading based seminars.

References

Course Material	Book
Author	Bignall, J.
Publishing Year	1977
Title	"Media Semiotics: An Introduction"

Subtitle	
Edition	
Publisher	Manchester: Manchester University Press
ISBN	

Course Material	Book
Author	Branston, G. and Stafford, R .
Publishing Year	2002
Title	"Media Students' Handbook"
Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Briggs, A. & Cobley, P (eds.)
Publishing Year	2002
Title	"The Media :An Introduction"
Subtitle	
Edition	
Publisher	Essex Longman
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	Burton, G.
Publishing Year	2010
Title	'Media and Society: Critical Perspectives Berkshire"
Subtitle	
Edition	
Publisher	Open University Press
ISBN	

Course Material	Website
Author	Curran, J.
Publishing Year	2002
Title	"Media and Power" available via library website as an online source
Subtitle	

Edition	
Publisher	
ISBN	

Course Material	Book
Author	Macdonald, M.
Publishing Year	2003
Title	"Exploring Media Discourse"
Subtitle	
Edition	
Publisher	London: Arnold
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	Synge, D.
Publishing Year	2010
Title	"The Survival Guide to Journalism"
Subtitle	
Edition	
Publisher	McGraw Hill
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	

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. 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.