

## Liverpool John Moores University

Title: Introduction to Media Theory, Institutions and Practice  
Status: Definitive  
Code: **4019MEDCUL** (118040)  
Version Start Date: 01-08-2011

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

Team	Leader
Sian Lincoln	Y

**Academic Level:** FHEQ4  
**Credit Value:** 24.00  
**Total Delivered Hours:** 108.00  
**Total Learning Hours:** 240  
**Private Study:** 132

### 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	ESSAY	ESSAY - 20% - 1500 words	20.0	
Essay	ESSAY	ESSAY - 30% - 1500 words	30.0	
Portfolio	PORTFOLIO	PORTFOLIO - 50% - 3000 words	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
ESSAY	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**

<b>Course Material</b>	Book
<b>Author</b>	Bignall, J.
<b>Publishing Year</b>	1977

<b>Title</b>	"Media Semiotics: An Introduction"
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Manchester: Manchester University Press
<b>ISBN</b>	

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

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

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

<b>Course Material</b>	Book
<b>Author</b>	Burton, G.
<b>Publishing Year</b>	2010
<b>Title</b>	"Media and Society: Critical Perspectives Berkshire"
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Open University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Curran, J.
<b>Publishing Year</b>	2002
<b>Title</b>	"Media and Power" available via library website as an online source

<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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

<b>Course Material</b>	Book
<b>Author</b>	O'Sullivan T. and Jewkes, Y (eds.)
<b>Publishing Year</b>	1997
<b>Title</b>	"The Media Studies Reader"
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Arnold
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Synge, D.
<b>Publishing Year</b>	2010
<b>Title</b>	"The Survival Guide to Journalism"
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	McGraw Hill
<b>ISBN</b>	

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

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## 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.