

Media Texts

Module Information

2022.02, Approved

Summary Information

Module Code	4101MEDCUL
Formal Module Title	Media Texts
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	1. To introduce students to a range of methods for studying media texts.2. To provide students with an understanding of key theories for the analysis of media, communication and cultural texts.3. To examine the key concept of media representation, illustrating its relevance for an understanding of contemporary socio-cultural debates.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Undertake critical reading and comprehension which demonstrates knowledge of academic literacy.
MLO2	2	Demonstrate an understanding of the principles and methods involved in different approaches to the analysis of media texts.
MLO3	3	Analyse a self-selected media text using concepts and approaches introduced in the module.
MLO4	4	Identify and employ referencing skills in line with LJMU's Harvard-APA guidelines.

Module Content

Outline Syllabus	Introduction to media texts and meaning making; Media Representation; Stereotyping; Semiotic analysis; Genre analysis; Mise-en-scene; Narrative; Introduction to academic literacy.
Module Overview	This module introduces you to a range of methods for studying media texts, providing you with an understanding of key theories for the analysis of media, communication and cultural texts. You will examine the key concept of media representation, illustrating its relevance for an understanding of contemporary socio-cultural debates.
Additional Information	This module introduces students to a range of techniques for the analysis of media texts. It also pays particular attention to the development of academic literacy.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	1500 words essay	30	0	MLO1, MLO4
Essay	2000 words essay	70	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Joanne Knowles	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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