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Title: Media Institutions and Audiences
Status: Definitive
Code: **4103MEDCUL** (122125)
Version Start Date: 01-08-2021

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

Team	Leader
Nedim Hassan	Y
Joanne Knowles	

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 38
Total Learning Hours: 200 **Private Study:** 162

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Seminar	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 word essay	40	
Exam	AS2	2 hour examination	60	2

Aims

- 1. To introduce students to the determinants of media production and investigate the methods used to research media, culture and communication industries.*
- 2. To provide students with an understanding of theoretical and historical*

conceptualizations of media audiences.

3. To examine key issues in debates surrounding the relationship between audiences and the media.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the ways in which media products are determined and the conditions within which media professionals operate.
- 2 Appraise historical and contemporary analysis and debate in media audience research.
- 3 Assess theoretical and historical perspectives on the relationship between media and audiences.

Learning Outcomes of Assessments

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

1500 word essay	1	
2 hour examination	2	3

Outline Syllabus

Media effects research; Uses and gratifications; The encoding/decoding model; Ethnography; Fandom and creative audiences; Participation, interactivity and digital audiences.

Learning Activities

Lectures, Seminars, Workshops, Screenings.

Notes

Students will need to be aware of both popular and academic sources in the preparation of their assessment.