

Summary Information

Module Code	4103MEDCUL
Formal Module Title	Media Institutions and Audiences
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
Seminar	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Explain the ways in which media products are partly determined by the political and economic contexts within which they are produced and by the conditions within which media professionals operate.
MLO2	2	Appraise historical and contemporary analysis and debate in media audience research.
MLO3	3	Assess theoretical and historical perspectives on the relationship between media and audiences.

Module Content

Outline Syllabus	Competing models of broadcasting; Media policy; Political economy of the media; Post-broadcast and the rise of streaming cultures; The encoding/decoding model; Ethnography; Participation, interactivity and digital audiences.
Module Overview	This module introduces you to aspects of media production. You will be able to investigate the methods used to research media, culture and communication industries. It will provide you with an understanding of theoretical and historical conceptualisations of media audiences.
Additional Information	This module introduces students to the academic study of media institutions and audiences. Students draw on a range of appropriate academic and industry sources to inform their work.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	1500 word essay	40	0	MLO1
Centralised Exam	2 hour examination	60	2	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Nedim Hassan	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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