

Liverpool John Moores University

Title: Introduction to Media and Cultural Industries
Status: Definitive
Code: **4105MEDCUL** (122129)
Version Start Date: 01-08-2021

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

| Team | Leader |
|----------------|--------|
| Clare Horrocks | Y |

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 36
Total Learning Hours: 200 **Private Study:** 164

Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 12 |
| Workshop | 24 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|--------------------------|---------------|---------------|
| Essay | AS1 | Essay, 1500 words | 40 | |
| Report | AS2 | Group Report, 2500 Words | 60 | |

Aims

- 1. To introduce students to a range of key debates and approaches to the study of media, culture and communication.*
- 2. To assist students in developing the conceptual and critical language necessary for studying media and cultural practice.*
- 3. To develop key transferrable skills including team management and problem*

solving.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate a range of different communication strategies used across different sectors of the media and cultural industries.
- 2 Identify the principle debates that arise from a study of everyday culture and leisure.
- 3 Apply key concepts involved in the organisation and management of 'culture' and 'heritage'.

Learning Outcomes of Assessments

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

| | | |
|--------------------------|---|---|
| Essay, 1500 words | 1 | 2 |
| Group Report, 2500 words | 2 | 3 |

Outline Syllabus

Introduction to the study of popular culture through an analysis of varied representations of travel, entertainment and leisure.

Critical examination of the tourism and heritage industry and its relation to different media forms.

Examination of debates about the 'popular' and its influence on cultural policy.

Application of theoretical concepts to the marketing of a destination as a tourist site.

Learning Activities

Lectures, Seminars, Workshops.

Notes

This module encourages students to explore heritage & cultural institutions in Liverpool. Group work forms part of the assessment.