

Module Information

2022.02, Approved

Summary Information

Module Code	4105MEDCUL
Formal Module Title	Introduction to Media and Cultural Industries
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
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	1. To introduce students to a range of approaches to the study of media, culture and communication industries.2. To assist students in developing the conceptual and critical language necessary for studying media and cultural practice.3. To develop key transferable skills including team management and problem solving.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate a range of communication and marketing strategies used across different sectors of the media, culture and communication industries.
MLO2	2	Identify the skills required to work in the media, culture and communication industries.
MLO3	3	Apply key concepts involved in the organisation and management and marketing of media and cultural sites.

Module Content

Outline Syllabus	Indicative content includes: <ul style="list-style-type: none">• Examining a range of case studies of media, culture and communication industries;• Developing awareness of the range of industries that the degree programme can prepare students for;• Address key factors that can enhance students' employability;• Guest lectures and workshops with industry based Guest Speakers and Alumni;• Provides students with the opportunity to produce a work related Report, focusing on one specific industry examined during the module;• Sessions and assessment tasks that develop key transferable skills of mediation, collaborative working and problem solving. Indicative industry case studies include: Festivals; Tourism and travel; Museums and galleries; TV and film; Social & digital media; Popular music cultures.
Module Overview	This module will introduce a range of key debates and approaches to the study of media, culture and communication. It will assist you in developing the conceptual and critical language necessary for studying media and cultural practice.
Additional Information	This module encourages students to explore exemplar media, culture and communication institutions in a given locale. Group work forms part of the assessment.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay, 1500 words	40	0	MLO1, MLO2
Report	Group Report, 2000 words	60	0	MLO3, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Clare Horrocks	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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