LIVERPOOL JOHN MOORES UNIVERSITY

The Media Industry

Module Information

2022.01, Approved

Summary Information

Module Code	4301AMP
Formal Module Title	The Media Industry
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Engineering

Learning Methods

Learning Method Type	Hours
Lecture	22
Tutorial	11
Workshop	11

Module Offering(s)

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

Aims and Outcomes

Aims	To develop the student as an effective, self-motivated life-long learner. The study, personal and generic skills are applied and developed in other Level 4 modules, and provide a platform-reflective learning experience and foundation for study at higher levels and subsequent careers.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate an understanding of the key transferable skills required to support their learning in HE and the workplace.
MLO2	2	Appreciate legal, ethical, regulatory, and self-regulatory frameworks within which the audio industry operates.
MLO3	3	Comprehend the role of song composition for music production
MLO4	4	Identify and reflect upon the following aspects of self-awareness in respect of personal development and career planning: strengths and weaknesses, motivations and values, ability to work with others

Module Content

Outline Syllabus	Personal Development PlanningReflective learning and critical analysisBasic study skills, e.g. note-taking, exam preparation, time managementInformation resources and the handling of dataCV preparationWorking with others, holding and controlling effective meetings and interviewsOral presentationsThe music industry: recording companies, collection agencies, musicians union, audio engineers societyNew developments in the online on-demand sectors Professional ethics, codes of conduct and moral responsibility. Health and safety, assessment and management of risk.Legal framework: English and EU law, contract law, non-contractual law, intellectual Property, international copyright law, moral rights. Technological protection measures. Public performance, broadcasting, communication to the public and interactive availability.Composition: The 5 components of a song: melody, lyrics, rhythm, harmony and form; Common song structures; Transitions; Chord structure; Chord progression; Solos; Riffs and licks; Rhyme scheme; Musical scales; Transposition; AABA letter structure etc.; Work, composition or piece for music.
Module Overview	**Aims** **To develop the student as an effective, self-motivated life-long learner. The study, personal and generic skills are applied and developed in other Level 4 modules, and provide a platform-reflective learning experience and foundation for study at higher levels and subsequent careers.** **Learning Outcomes** **After completing the module the student should be able to:** **1 Demonstrate an understanding of the key transferable skills required to support their learning in HE and the workplace.** **2 Appreciate legal, ethical, regulatory, and self-regulatory frameworks within which the audio industry operates.** **3 Comprehend the role of song composition for music production.** **4 Identify and reflect upon the following aspects of self-awareness in respect of personal development and career planning: strengths and weaknesses, motivations and values, ability to work with others.**
Additional Information	This module contextualises students' production practice by introducing them to the ways in which both media and music institutions within the creative and cultural industries are organised. The module will explore and examine key issues in the history and current organisation of, and possible changes in, the cultural industries as institutions and practices. Students will also cover the essential aspects of the Personal Development Plan (PDP). This will include the practice of personal development planning, in the context of undergraduate studies, and encourage students to start actively planning for their academic and career development.This module aligns to the following UN Sustainable Development Goals:4 Quality Education5 Gender Equality8 Decent Work and Economic Growth10 Reduced Inequalities

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio of evidence	90	0	MLO1, MLO4, MLO3, MLO2
Future Focus e-learning task	Future Focus task	10	0	MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Karl Jones	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings

Contact Name	Applies to all offerings	Offerings