

Liverpool John Moores University

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Title: The Media Industry
Status: Definitive
Code: **4501AMPCC** (127598)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: Coleg Cambria

Team	Leader
Karl Jones	Y
Colin Robinson	

Academic Level: FHEQ4 **Credit Value:** 10 **Total Delivered Hours:** 33
Total Learning Hours: 100 **Private Study:** 67

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	22
Tutorial	11

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Portfolio of evidence	80	
Future Focus e-learning task	AS2	Reflection for Bronze Skills	20	

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 Appreciate legal, ethical, regulatory, and self-regulatory frameworks within which the audio industry operates.
- 2 Actively plan for their academic and career development.
- 3 Understand the organisation of and changes in the music industry within the context of the creative and cultural industries
- 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

Learning Outcomes of Assessments

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

Portfolio of evidence	1	4	3	2
Reflection for Bronze Skills	4			

Outline Syllabus

Personal Development Planning

Reflective learning and critical analysis

Basic study skills, e.g. note-taking, exam preparation, time management

Information resources and the handling of data

CV preparation

Working with others, holding and controlling effective meetings and interviews

Oral presentations

The music industry: recording companies, collection agencies, musicians union, audio engineers society

New 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.

Personal Development Planning

Learning Activities

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.

Notes

Lectures, Tutorials and guest speakers