

## Liverpool John Moores University

Title: Media Institutions and Audiences  
Status: Definitive  
Code: **4503WESTMC** (128964)  
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Westford University College

Team	Leader
Steven Spittle	Y

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

### Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12
Seminar	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 word essay	40	
Essay	AS2	2 1250 word essays submitted as 1 file.	60	

### 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.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the ways in which media products are determined and the conditions within which media professionals operate.
- 2 Appraise historical and contemporary analysis and debate in media audience research.
- 3 Assess theoretical and historical perspectives on the relationship between media and audiences.

## Learning Outcomes of Assessments

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

1500 word essay	1	
2 x 1250 word essays	2	3

## Outline Syllabus

*Media effects research; Uses and gratifications; The encoding/decoding model; Ethnography; Fandom and creative audiences; Participation, interactivity and digital audiences.*

## Learning Activities

Lectures, Seminars, Workshops, Screenings.

## Notes

Students will need to be aware of both popular and academic sources in the preparation of their assessment.