

## Liverpool John Moores University

Title: Mass Communication  
Status: Definitive  
Code: **4504FDM** (118329)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Accrington & Rossendale College

Team	Leader
Ross Dawson	Y

**Academic Level:** FHEQ4      **Credit Value:** 24.00      **Total Delivered Hours:** 64.00  
**Total Learning Hours:** 240      **Private Study:** 176

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	48.000
Online	4.000
Seminar	8.000
Tutorial	4.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	An essay in response to a set title based on the module weekly lectures. 1500 words.	40.0	
Test	AS2	An online VLE test that examines the students understanding of the theoretical approaches and media institutions. Approx. 15 questions	60.0	

### Aims

*To introduce key concepts and theories of media and mass communication.  
To engage with forms of critical analysis, argument and debate in both historical and contemporary contexts.  
To engage students in a range of appropriate discourses.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Apply key theoretical approaches to examine media institutions and the influence of selected texts.
- 2 Demonstrate an understanding in discourse analysis using communication and media theories.
- 3 Demonstrate the ability to use their knowledge, understanding of communication processes in terms of strength and limitations.

## **Learning Outcomes of Assessments**

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

Essay	1	2
Test	2	3

## **Outline Syllabus**

*Mass Communication examines and researches how media institutions process information and persuade or manipulate the public. A range of media texts will include: newspapers/magazines, television and digital media to illustrate the vehicle of influence.*

*The agenda of mass communication and related theories into society expectations, media depicted violence triggers and control.*

## **Learning Activities**

Lectures, seminars, seminar discussion, tutorial, private study and practical activities.

## **References**

<b>Course Material</b>	Book
<b>Author</b>	McQuail, D.
<b>Publishing Year</b>	2010
<b>Title</b>	Mass Communication Theory

<b>Subtitle</b>	
<b>Edition</b>	Sixth Edition
<b>Publisher</b>	Sage Publications Ltd
<b>ISBN</b>	9781849202923

<b>Course Material</b>	Book
<b>Author</b>	Watson, J.
<b>Publishing Year</b>	2008
<b>Title</b>	Media Communication
<b>Subtitle</b>	An introduction to theory and process
<b>Edition</b>	Third Edition
<b>Publisher</b>	Palgrave Macmillan
<b>ISBN</b>	9780230535497

<b>Course Material</b>	Website
<b>Author</b>	
<b>Publishing Year</b>	
<b>Title</b>	<a href="http://wps.ablongman.com/ab_vivian_mediaofmas_7/">http://wps.ablongman.com/ab_vivian_mediaofmas_7/</a>
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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## Notes

This module is designed to provide students with an understanding of mass communication in a range of media texts. Students are encouraged to read and review online library resources to enhance their learning and development within this module. Informal and formal seminars provide formative assessment and also support student learning and overall progress.