

Liverpool John Moores University

Title: Introduction to Media and Cultural Industries
Status: Definitive
Code: **4505WESTMC** (128966)
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
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual Essay, 1500 words	40	
Report	AS2	Group report, 2500 words	60	

Aims

1. To introduce students to a range of key debates and approaches to the study of media, culture and communication.
2. To assist students in developing the conceptual and critical language necessary for studying media and cultural practice.
3. To develop key transferrable skills including team management and problem solving.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate a range of different communication strategies used across different sectors of the media and cultural industries.
- 2 Identify the principle debates that arise from a study of everyday culture and leisure.
- 3 Apply key concepts involved in the organisation and management of 'culture' and 'heritage'.

Learning Outcomes of Assessments

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

Individual Essay, 1500 words	1	2
Group Report, 2500 words	2	3

Outline Syllabus

Introduction to the study of popular culture through an analysis of varied representations of travel, entertainment and leisure.

Critical examination of the tourism and heritage industry and its relation to different media forms.

Examination of debates about the 'popular' and its influence on cultural policy.

Application of theoretical concepts to the marketing of a destination as a tourist site.

Learning Activities

Lectures, Seminars, Workshops.

Notes

This module encourages students to explore heritage and cultural institutions in their nearest home city or their city of study. Group work forms part of the assessment.