

# Introduction to Media and Cultural Industries

## Module Information

2022.01, Approved

### Summary Information

Module Code	4505WESTMC
Formal Module Title	Introduction to Media and Cultural Industries
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
Westford University College

### Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	24

### Module Offering(s)

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

## Aims and Outcomes

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.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate a range of different communication strategies used across different sectors of the media and cultural industries.
MLO2	2	Identify the principle debates that arise from a study of everyday culture and leisure.
MLO3	3	Apply key concepts involved in the organisation and management of 'culture' and 'heritage'.

## Module Content

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.
Module Overview	
Additional Information	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.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Individual Essay, 1500 words	40	0	MLO1, MLO2
Report	Group Report, 2500 words	60	0	MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Steven Spittle	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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