LIVERPOOL JOHN MOORES UNIVERSITY

Media Texts

Module Information

2022.01, Approved

Summary Information

Module Code	4511WESTMC
Formal Module Title	Media Texts
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 methods for studying media texts.2. To provide students with an understanding of key theories for the analysis of media, communication and cultural texts.3. To examine the key concept of media representation, illustrating its relevance for an understanding of contemporary socio-cultural debates.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Undertake critical reading and comprehension which demonstrates knowledge of media analysis.
MLO2	2	Demonstrate an understanding of the principles and methods involved with different approaches to the analysis of media texts.
MLO3	3	Apply their understanding of approaches to textual analysis to a self-selected case study.
MLO4	4	Be able to use the proper academic form in checking referencing.

Module Content

Outline Syllabus	Introduction to media texts and meaning making; Media Representation; Stereotyping; Semiotic analysis; Genre analysis; Mise-en-scene.
Module Overview	
Additional Information	This module introduces students to the referencing system used by the Programme and the significance of referencing and avoiding plagiarism.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	1500 words essay	30	0	MLO1, MLO4
Technology	2000 words essay	70	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