

## Liverpool John Moores University

Title: COMMUNICATION, MEDIA & CULTURE (THEORY)  
Status: Definitive  
Code: **4513CPACR** (100022)  
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:** 10.00  
**Total Delivered Hours:** 36.00  
**Total Learning Hours:** 100  
**Private Study:** 64

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10.000
Seminar	20.000
Tutorial	6.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Seminar Booklet	10.0	
Report	AS2	Textual analysis (1000 words)	40.0	
Exam	AS3	Timed Assessment (11/2hrs)	50.0	

### Aims

*To introduce key principles of media and communication theory*

*To introduce the basic concepts of semiotic theory and Freudian criticism*

*To engage students in discussion of popular culture*

*To explore a range of discourses within a historical context*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Apply basic semiotic and Freudian critical theories.
- 2 Demonstrate an awareness of the current high culture / popular culture debate, and of its history.
- 3 Demonstrate competence in Discourse Analysis using Communication and Media theories.

## Learning Outcomes of Assessments

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

Essay	1	2	3
Report	2	3	
Exam	1	2	3

## Outline Syllabus

*The module introduces the roles of mass media in popular culture. It looks at some of the major theoretical developments that have created the opportunity to analyse a range of media discourses - from television news to advertising and popular television programmes, as well as literary texts. The work of key thinkers in the field including Barthes, Saussure, Freud and Williams is discussed and applied to a range of texts. Semiotics, ideology, representation are examined within the context of various discourses, visual as well as verbal.*

## Learning Activities

Mixture of lecture, seminar discussion, tutorial, and private reading.

## References

<b>Course Material</b>	Book
<b>Author</b>	Barthes, R.
<b>Publishing Year</b>	1993
<b>Title</b>	Mythologies
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Vintage

<b>ISBN</b>	
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<b>Course Material</b>	Book
<b>Author</b>	Bignell, J.
<b>Publishing Year</b>	2002
<b>Title</b>	Media Semiotics - An Introduction
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Manchester University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Fiske, J.
<b>Publishing Year</b>	1990
<b>Title</b>	Introduction to Communication Studies
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Strinati, D.
<b>Publishing Year</b>	2004
<b>Title</b>	An Introduction to Theories of Popular Culture
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Newbold, C. (et alia)
<b>Publishing Year</b>	2002
<b>Title</b>	The Media Book
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Hodder Arnold
<b>ISBN</b>	

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## Notes

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