Media Institutions and Audiences

Module Information

2022.01, Approved

Summary Information

Module Code	4513WESTMC
Formal Module Title	Media Institutions and Audiences
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
Seminar	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 the determinants of media production and investigate the methods used to research media, culture and communication industries.2. To provide students with an understanding of theoretical and historical conceptualizations of media audiences.3. To examine key issues in debates surrounding the relationship between audiences and the media.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Explain the ways in which media products are determined and the conditions within which media professionals operate.
MLO2	2	Appraise historical and contemporary analysis and debate in media audience research.
MLO3	3	Assess theoretical and historical perspectives on the relationship between media and audiences.

Module Content

Outline Syllabus	Media effects research; Uses and gratifications; The encoding/decoding model; Ethnography; Fandom and creative audiences; Participation, interactivity and digital audiences.
Module Overview	
Additional Information	Students will need to be aware of both popular and academic sources in the preparation of their assessment.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Technology	1500 words essay	40	0	MLO1
Exam	2 x 1250 word essays	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