

Liverpool John Moores University

Title: IDENTITY, DISCOURSE & SOCIETY
Status: Definitive
Code: **4516CPACR** (100026)
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: 20.00
Total Delivered Hours: 48.00
Total Learning Hours: 200
Private Study: 152

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Seminar	24.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Seminar Booklet	10.0	
Essay	AS2	Case study – 1,500 words	45.0	
Essay	AS3	Essay – 1,500 words	45.0	

Aims

To introduce the key concepts of identity and representation.

To explore the relationship between representation and race, class, gender and age.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate understanding of media discourses and their relationship to the production of identity and representation.
- 2 Apply key theoretical approaches to examine and assess media-constructed stereotypes.
- 3 Use a critical and analytical framework to examine representations of identity and individuality.

Learning Outcomes of Assessments

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

Essay	1	2	3
Essay	1	2	3
Essay	1	2	3

Outline Syllabus

The module examines issues of identity through an analysis of media representations of class, age, gender, and social deviancy in a range of media productions including journalism, pornography, radio, TV drama, advertising, documentaries, and Reality TV.

Expanding the work already done on semiotics and communication, this module considers the media and cultural issues of race, gender, class and sexuality. It looks at the historical context of representation and stereotypical values from a range of texts. Using radio and visual media, media products, target audiences and media producers are examined and analysed as forms of manufactured identity.

Learning Activities

Lectures, seminars, tutorials, private study.

References

Course Material	Book
Author	Boyd-Barrett, C. & Van Den Bulck, H.
Publishing Year	2002
Title	The Media Book
Subtitle	
Edition	
Publisher	Arnold

ISBN	
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Course Material	Book
Author	Fleming, D
Publishing Year	2000
Title	Formations
Subtitle	A 21st Century Media Studies Textbook
Edition	
Publisher	Manchester University Press
ISBN	

Course Material	Book
Author	Hall, S (ed)
Publishing Year	1977
Title	Representation, Cultural Representation and Signifying Practice
Subtitle	
Edition	
Publisher	Sage Publications
ISBN	

Course Material	Book
Author	Kidd, W.
Publishing Year	2002
Title	Culture and Identity
Subtitle	
Edition	
Publisher	Palgrave Press
ISBN	

Course Material	Book
Author	Lewis, J.
Publishing Year	2002
Title	Cultural Studies
Subtitle	The Basics
Edition	
Publisher	Sage
ISBN	

Course Material	Book
Author	Newbold, C. (et alia) (eds)
Publishing Year	2002
Title	The Media Book
Subtitle	
Edition	
Publisher	Arnold
ISBN	

Notes

The module examines issues of identity through an analysis of media representations of class, age, gender, and social deviancy in a range of media productions including journalism, pornography, radio, TV drama, advertising, documentaries, and Reality TV. Expanding the work already done on semiotics and communication, this module considers the media and cultural issues of race, gender, class and sexuality. It looks at the historical context of representation and stereotypical values from a range of texts. Using radio and visual media, media products, target audiences and media producers are examined and analysed as forms of manufactured identity.