**Liverpool** John Moores University

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| Title: | Digital Media Cultures |
| Status: | Definitive |
| Code: | **5001MEDIA**   (119944) |
| Version Start Date: | 01-08-2016 |

Owning School/Faculty:     Liverpool Screen School
Teaching School/Faculty:   Liverpool Screen School

| Team | Leader |
|---|---|
| Sarah Haynes | Y |
| Mark Smith | |

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| **Academic Level:** | FHEQ5 | **Credit Value:** | 24 | **Total Delivered Hours:** | 62 |
| **Total Learning Hours:** | 240 | **Private Study:** | 178 | | |

**Delivery Options**
Course typically offered: Standard Year Long

| Component | Contact Hours |
|---|---|
| Lecture | 20 |
| Seminar | 40 |
| Tutorial | 2 |

**Grading Basis:** 40 %

**Assessment Details**

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|---|---|---|---|---|
| Essay | Essay 1 | 4000 Word Essay | 60 | |
| Essay | Essay 2 | 1000 Word Literature Review | 40 | |

**Aims**

*To develop students' understanding of the interactions and relationships between media products, producers and texts in the current context of Digital Media;*
*To provide students with the critical tools necessary to explore media products in relation to cultural production, circulation, regulation and reception.*
*To familiarise students with the range of research and writing techniques used in*

*contemporary media production and academic media research.*

## Learning Outcomes

After completing the module the student should be able to:

1       Explore Digital Media Culture
2       Define and discuss relationships between audiences and texts
3       Assess the role of technological change on media production practices.

## Learning Outcomes of Assessments

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

Essay 1                    2       3

Essay 2                    1


## Outline Syllabus

*Concepts of Digital Media Culture will be explored in lectures such as:*
*Spreadable media*
*Transmedia*
*Second Screen Content*
*Collective Intelligence*
*Social Media*
*Social Television*
*Producers and Consumers - changing relationships*

*In seminars students will share ideas about these topics applying them to media products and their experience.*


## Learning Activities

Lectures, Seminars, Tutorials


## Notes

This module examines the changing media landscape, the relationship between audiences and product and audience and producers.  In particular it provides a bridge between the usually separated areas of theory and practice which, in turn, equips the students with a comprehensive knowledge of digital media cultures.