

## Liverpool John Moores University

Title: BROADCAST ETHICS  
Status: Definitive  
Code: **5002TVPROD** (115427)  
Version Start Date: 01-08-2011

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

Team	Leader
Alex Irving	Y

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 30.00  
**Total Learning Hours:** 120  
**Private Study:** 90

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10.000
Seminar	10.000
Tutorial	10.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	EITHER: Essay (1500 words excluding quotations, references & bibliography) OR: Individual illustrated presentation 80% Written evaluation including peer review 20%	100.0	

### Aims

*Introduces the student to an exploration of the current ethical issues surrounding television production.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an appreciation of analysing key media ethical issues.
- 2 Synthesise the results of individual research.
- 3 Express the results of their research in a formal manner.

## Learning Outcomes of Assessments

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

Essay (1500 words)            1    2    3

## Outline Syllabus

*Key concepts: Target audiences and models of audience, Representation (age, gender, race), Demographics, Diversity, Stereotypes, Impartiality, Propaganda, Privacy, Cultural Sensitivities.*

## Learning Activities

Lectures and tutorial support.

## References

<b>Course Material</b>	Book
<b>Author</b>	Chomsky, N.
<b>Publishing Year</b>	0
<b>Title</b>	Media Control - The Spectacular Achievements of Propaganda
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Open Media
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	O'Sullivan, T. Dutton, B. & Rayner, P.
<b>Publishing Year</b>	2003
<b>Title</b>	Studying the Media
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Arnold
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Shaw, C.
<b>Publishing Year</b>	1999
<b>Title</b>	Deciding What We Watch
<b>Subtitle</b>	Taste, Decency and Media Ethics in the UK and the USA
<b>Edition</b>	
<b>Publisher</b>	Clarendon Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Stefaan, G. Verlhuys, C. & Marsden, T.
<b>Publishing Year</b>	1999
<b>Title</b>	Convergence in European Digital TV Regulation
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Oxford University Press
<b>ISBN</b>	

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## Notes

The module provides the opportunity for the student to familiarise themselves with a number of key issues in the area of broadcast ethics and then EITHER engage in individual research in response to an essay title OR present the results of that research to their peers and use feedback to inform evaluation.