

Liverpool John Moores University

Title: DIGITAL MEDIA CULTURES
Status: Definitive
Code: **5012MPS** (117652)
Version Start Date: 01-08-2011

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

Team	Leader
Corin Willis	Y
Camilla Affleck	
Mark Smith	
Ian Bradley	
Keith Marley	
Sarah Haynes	
Alex Irving	
Trevor Long	

Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 60.00
Total Learning Hours: 240 **Private Study:** 180

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	10.000
Seminar	10.000
Workshop	40.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	2000 word Essay	50.0	
Report	AS2	2000 word Group Report	50.0	

Aims

1. To develop students' understanding of the interactions and relationships between media products, producers and texts in the current context of Web 2.0 Digital Media.
2. To provide students with the critical tools necessary to explore media products in relation to cultural production, circulation, regulation and reception.
3. To familiarize 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 Apply appropriate theoretical frameworks to the examination of media culture.
- 2 Define and critically discuss relationships between audiences and texts.
- 3 Critically evaluate the role of technological change and media production practices.

Learning Outcomes of Assessments

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

2000 word Essay	1	2	3
Group Research Report	1	3	

Outline Syllabus

Introduction to media production and academic media research methods.
Originating and developing ideas: Considering the audience.
Overview of the key theoretical frameworks and paradigm needed for understanding the impact of social media on the Film and Television industries.
Understanding audiences: Reception practices and fan cultures in social media.
Evaluation of technological changes and policy, regulation and reception.

Learning Activities

Lectures, Seminars, Tutorials, Screenings and Workshops.

References

Course Material	Book
Author	Charter, K.
Publishing Year	2002
Title	Research for Media Production
Subtitle	
Edition	
Publisher	Focal Press, Oxford.

ISBN	
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Course Material	Book
Author	Tapscott, Don
Publishing Year	2008
Title	Grown Up Digital
Subtitle	
Edition	
Publisher	McGraw-Hill, New York.
ISBN	

Course Material	Book
Author	Gillian, Jennifer
Publishing Year	2010
Title	Television and New Media,
Subtitle	Must Click TV
Edition	
Publisher	Routledge, London.
ISBN	

Course Material	Book
Author	Keen, Andrew
Publishing Year	2007
Title	The Cult of the Amateur,
Subtitle	How Today's Internet is Killing our Culture and Assaulting our Economy
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Emm, A.
Publishing Year	2001
Title	Research for Television and Media
Subtitle	
Edition	
Publisher	Routledge, London.
ISBN	

Course Material	Book
Author	Zittrain, Jonathon
Publishing Year	2008
Title	The Future of the Internet
Subtitle	
Edition	
Publisher	Penguin Books, London.
ISBN	

Course Material	Book
Author	Tryon, Chuck
Publishing Year	2009
Title	Reinventing Cinema:
Subtitle	Movies in the Age of Media Convergence
Edition	
Publisher	Rutgers University Press, New Brunswick.
ISBN	

Notes

This module examines constructions of media audiences in theory, policy decisions and production practices. 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.

In order for successful completion of this module students will need to accompany their engagement with the lectures, seminars and workshops with private study "offsite" learning as detailed in the timed elements section above.