

Liverpool John Moores University

Title: THE SOCIAL RELEVANCE OF MASS MEDIA
Status: Definitive
Code: **5014MEDCUL** (110687)
Version Start Date: 01-08-2011

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Sian Lincoln	Y

Academic Level: FHEQ5 **Credit Value:** 12.00 **Total Delivered Hours:** 36.00
Total Learning Hours: 120 **Private Study:** 84

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay 1 1000 words	40.0	
Essay	AS2	Essay 2 2000 words	60.0	

Aims

- 1) To analyse and critique the concept of the 'mass media' in historical and contemporary contexts.
- 2) To assess and evaluate the impact of media use in contemporary society, for example as a tool of surveillance.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critique and evaluate the concepts of mass society, mass culture and mass media.
- 2 Apply a range of case studies to the analyse of the impact of media on society.
- 3 Understand the concept of 'power' in the context of mass media and its social relevance.
- 4 Demonstrate an awareness of the shift in contemporary society from mass to fragmented media audiences and products.

Learning Outcomes of Assessments

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

Essay 1	3	4		
Essay 2	1	2	3	4

Outline Syllabus

This module considers both the traditional and contemporary debates around the role and power of the mass media in society. We evaluate and analyse the mass media for example, questioning whether the mass media is a tool of 'surveillance', using a range of different approaches. These include mass media and the city, mass media in the home, identity 'surveillance' through TV lifestyle programmes, celebrity and the issue of privacy and social-networking as a mass media 'tool'. Theoretically we draw on 'critical theory' exploring its history, development and relevance in contemporary settings using various case studies.

Learning Activities

The module combines lectures and workshops but is primarily driven by interactive workshops in which students will engage with both visual and theoretical materials relating to the themes of mass media. Students will analyse the key mass media debates using case studies such as surveillance, celebrity culture, reality TV and social networking.

References

Course Material	Book
Author	Adorno, T. (ed)
Publishing Year	2002

Title	The Culture Industry
Subtitle	Selected Essays on Mass Culture
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Bignell, J.
Publishing Year	2005
Title	Big Brother
Subtitle	Reality TV in the 21st Century
Edition	
Publisher	Basingstoke: Palgrave MacMillan
ISBN	

Course Material	Book
Author	Curran, J and Gurevitch, M. (eds)
Publishing Year	2000
Title	Mass Media in Mass Society
Subtitle	
Edition	
Publisher	London: Arnold
ISBN	

Course Material	Book
Author	Curran J and Seaton J.
Publishing Year	2003
Title	'Power Without Responsibility: The Press, Broadcasting and New Media in Britain'
Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Hier, S and Greenberg , J. (eds)
Publishing Year	2007
Title	The Surveillance Studies Reader
Subtitle	
Edition	
Publisher	Maidenhead: Open University Press
ISBN	

Course Material	Book
Author	Holmes, S and Jermyn, D. (eds)
Publishing Year	2004
Title	Understanding Reality Television

Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Marcuse, H.
Publishing Year	1964
Title	One Dimensional Man: Studies in the Ideology of Advanced Industrial Society
Subtitle	
Edition	
Publisher	London: Routledge and Keegan Paul
ISBN	

Notes

This module will explore and evaluate the significance of the mass media traditionally and in contemporary society. Students will be encouraged to become researchers themselves by collecting materials and data, for example visual data, that captures the lived experience of the mass media. Such data will then be critically analysed and evaluated alongside the key theoretical issues and debates flagged up by key readings to ultimately discover the social relevance of the mass media.