

Liverpool John Moores University

Title: Digital Media Cultures
Status: Definitive
Code: **5022MEDIA** (123358)
Version Start Date: 01-08-2020

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

Team	Leader
Hatana El-Jarn	Y
Mark Smith	
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Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 36
Total Learning Hours: 200
Private Study: 164

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10
Seminar	24
Tutorial	2

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Essay - 4,500 words	100	

Aims

1. To develop students' understanding of the interactions and relationships between media products, producers and texts in the current context of 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 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 and media production practices.

Learning Outcomes of Assessments

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

Essay - 4,500 words	1	2	3
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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 and 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.