

Summary Information

Module Code	5022MEDIA
Formal Module Title	Digital Media Cultures
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	10
Seminar	24
Tutorial	2

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Explore Digital Media Culture.
MLO2	2	Define and discuss relationships between audiences and texts.
MLO3	3	Assess the role of technological change and media production practices.

Module Content

Outline Syllabus	Concepts of Digital Media Culture will be explored in lectures such as:Spreadable mediaTransmediaSecond Screen ContentCollective IntelligenceSocial MediaSocial TelevisionProducers and Consumers - changing relationshipsIn seminars students will share ideas about these topics, applying them to mediaproducts and their experience.
Module Overview	This module enables you to develop an understanding of the interactions and relationships between media products, producers and texts in the current context of Digital Media. The module will provide you with the critical tools necessary to explore media products in relation to cultural production, circulation, regulation and reception.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay - 4,500 words	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Hatana El-Jarn	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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