

Liverpool John Moores University

Title: CONTEMPORARY COMMUNICATIONS
Status: Definitive
Code: **5028MEDCUL** (117697)
Version Start Date: 01-08-2011

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

Team	Leader
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Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 48.00
Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Practical	12.000
Seminar	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	ESSAY		30.0	
Test	TEST		30.0	
Portfolio	PORTFOLIO		40.0	

Aims

1. To critically examine the nature of popular television production, texts and reception
2. To critically evaluate institutional and scholarly accounts of the development of contemporary journalism and popular television
3. To introduce students to basic writing skills in journalistic genres appropriate to

print and online journalism.

Learning Outcomes

After completing the module the student should be able to:

- 1 Offer a critical and theoretically-informed evaluation of a given aspect of popular television production or consumption.
- 2 Demonstrate a broad critical knowledge of television genres and the contexts of their production and consumption.
- 3 Write in a variety of journalistic styles and demonstrate an understanding of the contexts of production and consumption inherent in journalistic practice.

Learning Outcomes of Assessments

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

ESSAY	1
TEST	2
PORTFOLIO	3

Outline Syllabus

The television block - Popular Television and Television Studies; The Politics of Popular TV; Genre and Popularity; Popular TV Production; From Documentary to Docu-Soap, Ordinary Television; Television Formatting; Fans, Taste and Popular Television; Popular Television and Celebrity

The journalism block - Approaches to the construction of news audiences and producers; The political economy of news: ownership; Multi-nationals and the regulation of news; News as discourse: ideology, power and representations; Debates in contemporary journalism around quality; tabloidisation and privacy; Global news; journalism online and blogging; investigative journalism; photo-journalism and ethics.

Learning Activities

Contemporary Communications consists of weekly lectures introducing key concepts, skills and case studies based on a variety of televisual and journalistic forms. Workshops allow the development of writing skills and critical reflection on a range of journalistic styles. Seminars offer reading and task-based explorations of the nature of contemporary popular television.

References

Course Material	Book
Author	Allan, S.
Publishing Year	1999
Title	'News Culture'
Subtitle	
Edition	
Publisher	Open University Press
ISBN	

Course Material	Book
Author	Allen, R. C. & Hill, A. (Eds)
Publishing Year	2004
Title	'The television studies reader'
Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Bignell, J.
Publishing Year	2004
Title	'An introduction to television studies'
Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Burns, L.S.
Publishing Year	2002
Title	'Understanding Journalism'
Subtitle	
Edition	
Publisher	London, Sage.
ISBN	

Course Material	Book
Author	Creeber, G., Miller, T. & Tulloch, J. (Eds.)
Publishing Year	2001
Title	'The Television Genre Book'
Subtitle	
Edition	
Publisher	London: BFI Publishing
ISBN	

Course Material	Book
Author	Frost, C.

Publishing Year	2003
Title	'Designing for Newspapers and Magazines'
Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	McNair, B.
Publishing Year	2000
Title	'Journalism and Democracy: an evaluation of the political public sphere'
Subtitle	
Edition	
Publisher	London: Routledge
ISBN	

Course Material	Book
Author	Miller, Toby (Ed.)
Publishing Year	2010
Title	'Television Studies'
Subtitle	
Edition	
Publisher	BFI Publishing
ISBN	

Notes

This module aims to foster critical understanding of the nature of contemporary communications and to enable students to develop their creative potential through engagement in the production of a journalistic portfolio. The print and television blocks offer students the opportunity to gain a critical understanding of the imperatives surrounding the production and consumption of these forms of contemporary communications.