

Liverpool John Moores University

Title: Industry Practice and Ethics
Status: Definitive
Code: **5501MPP** (118298)
Version Start Date: 01-08-2011

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

Team	Leader
Sarah Haynes	Y

Academic Level: FHEQ5
Credit Value: 24.00
Total Delivered Hours: 72.00
Total Learning Hours: 240
Private Study: 168

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	36.000
Tutorial	12.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Pre-production paperwork	50.0	
Essay	AS2	Reflective Essay	50.0	

Aims

*To make connections between theory, research and practice.
To engage students in real world media issues.
To introduce a variety of research and dissemination methods.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise and apply effective research methods to real world projects.
- 2 Demonstrate the ability to synthesize material from dispersed and distinct sources in order to support a sustained argument.
- 3 To remediate, distil and communicate research findings in an effective artefact.

Learning Outcomes of Assessments

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

Pre-production paperwork	1	3
Reflective Essay	2	3

Outline Syllabus

The module will build upon themes of 'Research and Development' introduced at level one and apply them to a live brief.

Students will be exposed to a range of practical and theoretical knowledge as well as research techniques including interviews and questionnaires.

Students will write a reflective essay on the theme of ethics/representation.

Learning Activities

In lectures, workshops and discussions students will be introduced to a range of practical and theoretical issues pertinent to media production. They will employ research techniques learned to produce pre-production paperwork for a live brief and a reflective essay. Students will be supported through individual/group tutorials and group 'crits'

References

Course Material	Book
Author	Dawson, C.
Publishing Year	2009
Title	Introduction to Research Methods
Subtitle	A Practical Guide for Anyone Undertaking a Research Project
Edition	
Publisher	Oxford How Books
ISBN	

Course Material	Book
Author	Jenkins, H.
Publishing Year	2006

Title	Convergence Culture
Subtitle	Where Old and New Media Collide
Edition	
Publisher	New York University Press
ISBN	

Course Material	Book
Author	Jensen, K. (Editor)
Publishing Year	2001
Title	A Handbook of Media and Communication Research
Subtitle	Qualitative and Quantitative Methodologies
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Theodor, A. and Bernstein, J.M. (editor)
Publishing Year	2001
Title	The culture industry
Subtitle	enlightenment as mass deception
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Rabiger, M.
Publishing Year	2009
Title	Directing thr Documentary
Subtitle	
Edition	
Publisher	Focal Press
ISBN	

Course Material	Book
Author	Macdonald, K. and Cousins, M.
Publishing Year	2006
Title	Imagining reality
Subtitle	
Edition	
Publisher	Faber and Faber
ISBN	

Course Material	Book
Author	Ward, S.
Publishing Year	2011
Title	Ethics and the Media
Subtitle	An Introduction (Cambridge Applied Ethics)

Edition	
Publisher	Cambridge University Press
ISBN	

Course Material	Book
Author	Goodhall, M.
Publishing Year	2007
Title	Crash Cinema
Subtitle	Representation in Film
Edition	
Publisher	Cambridge Scholars publishing
ISBN	

Course Material	Book
Author	Harris, G.
Publishing Year	2011
Title	Beyond Representation
Subtitle	Television Drama and the Politics and Aesthetics of Identity
Edition	
Publisher	Manchester University Press
ISBN	

Notes

This module is concerned with developing students range of research skills and exposing them to important theoretical and practical considerations when developing media products. It will build upon work completed in 'Research and Development' requiring them to gain practical knowledge of interview techniques, business models, intellectual copyright, broadcast regulations, budgets and funding. They will also develop an awareness of theoretical issues such as representation and ethics.

This module will be run in parallel with 'Professional Media Production' in which students must create a documentary/factual film for entry into a pre-existing competition (such as Depict or 4Docs). It is expected that students must collate, synthesise and apply their research findings in the form of pre-production paperwork to answer this live brief.

Students will also be expected to produce a 2000 word reflective essay based on ethics or representation.