Liverpool John Moores University

Title: Applied Media Research
Status: Definitive
Code: **5501TVPROD**   (120002)
Version Start Date: 01-08-2014

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

Team	emplid	Leader
Alex Irving		

Academic Level: FHEQ5   **Credit Value:** 24.00   **Total Delivered Hours:** 72.00

Total Learning Hours: 240   **Private Study:** 168

Delivery Options
Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Seminar	10.000
Tutorial	50.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay (1500 words) demonstrating research and understanding of Regulation and Compliance within the Television Industry in the UK	50.0	
Presentation	AS2	Presentation of Broadcast Ethics Case Study	50.0	

Aims

To provide the student with the essential legal context of TV programme-making in the UK and introduces the student to an exploration of the ethical issues surrounding

television production.

Learning Outcomes

After completing the module the student should be able to:

1   Recognise and apply effective research methods to real world media issues
2   Demonstrate the ability to synthesize material from dispersed and distinct sources in order to support a sustained argument
3   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:

Essay   1   2   3

Presentation   1   2   3

Outline Syllabus

Issues: Bias, Ethical Acceptability, Intellectual Property Rights. Legislation: Health & Safety, Broadcast Compliance, Copyright. Regulatory Bodies: Ofcom, Press Complaints Commission, BBFC, Advertising Standards Authority.
Target audiences and models of audience, Representation (age, gender, race), Demographics, Diversity, Stereotypes, Impartiality, Privacy, Cultural Sensitivities.

Learning Activities

Lectures, workshops, seminars and tutorial support.

References

Course Material	Book
Author	Butler, J.G.
Publishing Year	2012
Title	Television
Subtitle	Critical Methods and Applications
Edition	4th
Publisher	London, UK: Routledge
ISBN	

Course Material	Book
Author	Creeber, G.
Publishing Year	2008
Title	The Television Genre Book
Subtitle	

Edition	
Publisher	Basingstoke, UK: Macmillan
ISBN	

Course Material	Book
Author	Gripsrud, J.
Publishing Year	2010
Title	Relocating Television
Subtitle	Television in the Digital Context
Edition	
Publisher	London, UK: Routledge
ISBN	

Course Material	Book
Author	Malik, S.
Publishing Year	2001
Title	Representing Black Britain
Subtitle	A History of Black and Asian Images on Television
Edition	
Publisher	London, UK: Sage
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.pact.co.uk/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.bbc.co.uk/commissioning/tv/compliance-and-policy/what-do-i-need-to-do.shtml
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.channel4.com/info/commissioning/production-information/legal-1
Subtitle	

Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://production.investis.com/itv/responsibility/crreport06/onair/compliance/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.internews.org/about-internews/what-we-do/media-policy
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.theguardian.com/media/medialaw
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.bbc.co.uk/guidelines/editorialguidelines/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.ofcom.org.uk/tv/ifi/
Subtitle	

Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	The Cambridge Law Journal: http://journals.cambridge.org/action/displayJournal?jid=CLJ
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This module is about students developing their research practice and research skills.

It will build upon student's knowledge of contemporary television issues and develop research toolsets with which to find, collate, archive and disseminate their research of these theories. Students will present their findings and as a standalone presentation.

Tutorials will vary in length and will involve some independent study. Students will be expected to conduct 168 hours of private study for this module.