

Liverpool John Moores University

Title: MEDIA, CULTURE AND SOCIETY
Status: Definitive
Code: **5524MEDCUL** (115078)
Version Start Date: 01-08-2011

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: St Helens College

Team	Leader
Clare Horrocks	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 41.00
Total Learning Hours: 120
Private Study: 79

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	18.000
Tutorial	3.000
Workshop	18.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	2000 word essay. (Week 12)	50.0	
Exam	AS2	Seen examination. (Week 15)	50.0	2.00

Aims

to analyse arguments and issues concerning the relationship between media, society and culture;
to examine and evaluate theories and research relating to the influence of the mass media;
to explore a range of arguments and issues relating to the mass media such as: selection and presentation of news; the role of the media in the construction of moral panics; media representation of gender and ethnicity.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain and discuss arguments and issues concerning the relationship between the media, society and culture.
- 2 Explain and assess theories and research relating to the influence of the mass media.
- 3 Describe and discuss a range of arguments and issues relating to the mass media such as: selection and presentation of news; the role of the media in the construction of moral panics; media representation of gender and ethnicity.

Learning Outcomes of Assessments

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

2000 word essay	1	2
EXAM	1	3

Outline Syllabus

After brief consideration of the nature and development of mass communication, students will be introduced to a variety of theories and issues relating to mass media, culture and society. Mass society and mass manipulation theories will be examined with specific reference to the Frankfurt School (particularly Adorno). Neo-Marxist accounts of media power will be contrasted with those of pluralists. Theories and research relating to Hypodermic, Active – Audience and Media Themes models of media influence will be examined with specific reference to Katz and Lazarsfeld, the Birmingham Centre of Contemporary Cultural Studies and the Glasgow University Media Group. Arguments and evidence concerning whether or not media portrayal of violence can cause violence will receive particular attention. A number of other issues will also be examined. These will include: ownership and control; diversity and choice; the construction of news; moral panics and media representation of deviance; media representation of gender and ethnicity.

Learning Activities

Lectures, group discussion, small group workshops, video presentations. Tutorial activity will focus on guidance with regard to coursework/examination.

References

Course Material	Book
Author	Bryant, J. & Oliver, M. (eds)
Publishing Year	2009
Title	Media Effects: Advances in Theory and Research 3rd ed.
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Cohen, S.
Publishing Year	2002
Title	Folk Devils and Moral Panics 30th Anniversary edition
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Curran, J. & Seaton, J.
Publishing Year	2003
Title	Power Without Responsibility: The Press and Broadcasting in Britain 6th ed.
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Fulcher, J. & Scott, J.
Publishing Year	2007
Title	Sociology 3rd ed.
Subtitle	
Edition	
Publisher	Oxford University Press
ISBN	

Course Material	Book
Author	McQuail, D.
Publishing Year	2005
Title	McQuail's Mass Communication Theory 5th ed.
Subtitle	
Edition	
Publisher	Sage
ISBN	

Course Material	Book
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Author	McQuail, D. (ed.)
Publishing Year	2002
Title	McQuail's Reader in Mass Communication Theory
Subtitle	
Edition	
Publisher	Sage
ISBN	

Course Material	Book
Author	Newbold, C., Boyd-Barrett, O. & Van den Bulck, H. (eds.)
Publishing Year	2002
Title	The Media Book
Subtitle	
Edition	
Publisher	Arnold
ISBN	

Course Material	Book
Author	Philo, G. (ed.)
Publishing Year	1999
Title	Message Received
Subtitle	
Edition	
Publisher	Longman
ISBN	

Course Material	Book
Author	Solomos, J. & Back, L.
Publishing Year	1996
Title	Racism and Society
Subtitle	
Edition	
Publisher	Macmillan
ISBN	

Course Material	Book
Author	Strinati, D.
Publishing Year	2004
Title	An Introduction to Theories of Popular Culture 2nd ed.
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Thompson, K.
Publishing Year	1998

Title	Moral Panics
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Notes

Students will be familiarised with a variety of theories and issues relating to communications media, society and culture. Theories and research relating to media influence will be examined as will issues concerning: the media and moral panics; ownership and control of the media; diversity and choice in media content; the construction of news; media representation of gender and ethnicity.