

Liverpool John Moores University

Title: MEDIA BUSINESS AND INSTITUTIONS
Status: Definitive
Code: **6001MASSCO** (110942)
Version Start Date: 01-08-2011

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

Team	Leader
Iqbal Akthar	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 42.00
Total Learning Hours: 120
Private Study: 78

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	10.000
Tutorial	6.000
Workshop	26.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation	50.0	
Essay	AS2	1 x 1500 word essay	50.0	

Aims

To introduce students to the developments in the international media industry in terms of regulation, organizational policy, and institutional responses to new media.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically review recent developments in the international media industry,
- 2 Critically review recent developments in the UK and international music industries.
- 3 Work independently whilst also accepting accountability for determining and achieving group outcomes.

Learning Outcomes of Assessments

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

PRESENTATION	1	2
ESSAY	2	3

Outline Syllabus

Block 1: Media Business (an analysis of media institutions and the popular music industry)

Block 2: International Media (a comparative analysis of international regulation and organization)

Learning Activities

Lectures, workshops, tutorials, independent group-based research

References

Course Material	Book
Author	David, M.
Publishing Year	2009
Title	Peer to Peer and the Music Industry
Subtitle	
Edition	
Publisher	London, Sage
ISBN	

Course Material	Book
Author	Flew, T.
Publishing Year	2007
Title	Understanding Global Media
Subtitle	
Edition	
Publisher	London, Palgrave
ISBN	

Course Material	Book
Author	Holt, J. & Perren, A.
Publishing Year	2009
Title	Media Industries
Subtitle	History, Theory and Method
Edition	
Publisher	London, Blackwell
ISBN	

Course Material	Book
Author	Lash, S. & Lury, C.
Publishing Year	2007
Title	Global Culture Industry
Subtitle	
Edition	
Publisher	London, Polity
ISBN	

Notes

This module considers comparative issues in international media provision, and includes a case study of the relationships between the UK and global music industry.