

## Liverpool John Moores University

Title: VISUAL COMMUNICATIONS AND CRITICISM  
Status: Definitive  
Code: **6002MASSCO** (110943)  
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:** 41.00  
**Total Learning Hours:** 120  
**Private Study:** 79

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	12.000
Online	3.000
Seminar	21.000
Workshop	3.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	1 x 1000 word essay	20.0	
Essay	AS2	1 x 1000 word essay	30.0	
Exam	AS3	research-based exam	50.0	2.00

### Aims

*To enable students to compare criticism that addresses fictional and factual media, concentrating on several media forms, whilst also developing an advanced knowledge of genre theory within the study of mass communications.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically review, consolidate and apply genre theory to the study of visual communication.
- 2 Critically evaluate the influence of journalism on the reception of mass communication texts.
- 3 Complete an individual research project whereby students utilise highly specialised technical, scholastic and research skills in the study of public communications.

## Learning Outcomes of Assessments

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

REPORT	1	
ESSAY	1	2
EXAM	1	3

## Outline Syllabus

*Block 1: Hollywood and genre*

*Block 2: Documentary, journalism and society*

*Block 3: Public information and campaigns*

## Learning Activities

Lectures, screenings, seminars and end-of-semester workshop.

## References

<b>Course Material</b>	Book
<b>Author</b>	Butterick, K.
<b>Publishing Year</b>	2010
<b>Title</b>	Introducing Public Relations
<b>Subtitle</b>	Theory and Practice
<b>Edition</b>	
<b>Publisher</b>	London: Sage
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lehman, P. & Luhr, W.
<b>Publishing Year</b>	2008
<b>Title</b>	Thinking About Movies

<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: Blackwell, Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Critcher, C.
<b>Publishing Year</b>	2006
<b>Title</b>	Critical Readings
<b>Subtitle</b>	Moral Panics and the Media
<b>Edition</b>	
<b>Publisher</b>	London: Open University Press
<b>ISBN</b>	

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### Notes

This module explores different forms of mass visual communication and expects students to engage directly with fictional and factual media forms.