

Liverpool John Moores University

Title: INTRODUCTION TO MASS COMMUNICATIONS
Status: Definitive
Code: **6004MASSCO** (110945)
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: 24.00
Total Delivered Hours: 36.00
Total Learning Hours: 240
Private Study: 204

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	6.000
Online	24.000
Tutorial	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Reflection	AS1	1 x 500 online forum participation	20.0	
Portfolio	AS2	1 x 3500 portfolio	80.0	

Aims

To enable students to engage with critical reading and analysis of debate in contemporary mass communications research.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate readings in Mass Communications
- 2 Understand how to place a particular argument or idea in a context
- 3 Have an informed knowledge of contemporary debates
- 4 Contribute and demonstrate the ability to respond appropriately in an e-learning forum

Learning Outcomes of Assessments

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

REFLECTION	2	4	
PORTFOLIO	1	2	3

Outline Syllabus

Critical Readings

Learning Activities

Lectures, tutorials and participation in an e-learning forum

References

Course Material	Book
Author	Burton, G.
Publishing Year	2004
Title	Media and Society
Subtitle	Critical Perspectives (Issues in Cultural & Media Studies)
Edition	
Publisher	Open University Press, UK
ISBN	

Course Material	Book
Author	Giles, J. & Middleton, T.
Publishing Year	2008
Title	Studying Culture
Subtitle	A Practical Introduction
Edition	
Publisher	London: Blackwell
ISBN	

Course Material	Book
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Author	McGuigan, J.
Publishing Year	2009
Title	Cultural Analysis
Subtitle	
Edition	
Publisher	London: Sage
ISBN	

Course Material	Book
Author	Gunter, B. & Machin, D.
Publishing Year	2009
Title	Media Audiences
Subtitle	
Edition	
Publisher	London: Sage
ISBN	

Notes

This module consolidates work on the Advanced Diploma and is formative for the BA Mass Communications Programme. It introduces students to different research methods and approaches to critical reading.