

## Liverpool John Moores University

Title: Communication Analysis  
Status: Definitive  
Code: **6012MASSCO** (119054)  
Version Start Date: 01-08-2012

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Arts, Professional and Social Studies

Team	Leader
Iqbal Akthar	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24.00  
**Total Delivered Hours:** 72.00  
**Total Learning Hours:** 240  
**Private Study:** 168

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	24.000
Seminar	24.000
Tutorial	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	report		20.0	
Essay	essay		30.0	
Reflection	reflection		50.0	

### Aims

*To encourage effective analysis of thematic representation in film and reality television, including a critical analysis of different audiences.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate different methodologies in the analysis of filmic texts.
- 2 Critically analyse film/television audiences.
- 3 Critically evaluate new information and concepts regarding the analysis of reality television.

## Learning Outcomes of Assessments

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

1000 words	1
1500 words	2
2000 words	3

## Outline Syllabus

*Block 1: Representation (comparison of criticism and modes of analysis regarding media representations of the city in 21st century film)*

*Block 2: Audiences (examination of techniques available in the analysis of media audiences)*

*Block 3: Professional practice and ethics (case study of reality television and major issues in media ethics)*

## Learning Activities

Lectures, tutorials and workshop exercises.

## References

<b>Course Material</b>	Book
<b>Author</b>	Joke Hermes
<b>Publishing Year</b>	2005
<b>Title</b>	Re-Reading Popular Culture
<b>Subtitle</b>	Rethinking Gender, Television and Popular Media Audiences
<b>Edition</b>	
<b>Publisher</b>	Blackwell
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Annette Hill
<b>Publishing Year</b>	2007
<b>Title</b>	Restyling Factual

<b>Subtitle</b>	Audiences and News, Documentary and Reality Genres
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Jane Staiger
<b>Publishing Year</b>	2005
<b>Title</b>	Media Reception Studies
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	New York Press
<b>ISBN</b>	

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### Notes

The module reviews different methods of analysis for the investigation of filmic audiences, filmic texts, and reality television.