

## Liverpool John Moores University

Title: Visual Communications and Criticism  
Status: Definitive  
Code: **6013MASSCO** (119055)  
Version Start Date: 01-08-2012

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

Team	Leader
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**Academic Level:** FHEQ6      **Credit Value:** 24.00      **Total Delivered Hours:** 74.00  
**Total Learning Hours:** 240      **Private Study:** 166

### Delivery Options

Course typically offered: Non Standard Year Long

Component	Contact Hours
Lecture	24.000
Seminar	24.000
Workshop	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	REPORT	1500 word report	20.0	
Essay	ESSAY	2000 word essay	30.0	
Exam	EXAM	2 hour seen 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 accounts of the influence of journalism on the reception of mass communication texts.
- 3 Communicate an individual research project findings under exam conditions in the study of public communications.

## Learning Outcomes of Assessments

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

1500 WORDS	1
2000 WORDS	2
Exam	3

## Outline Syllabus

*Block 1: Hollywood and genre Block 2: Documentary, journalism and society Block 3: Public information campaigns*

## Learning Activities

Lectures, tutorials and workshop exercises.

## References

<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>	Open University Press
<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>	Blackwell
<b>ISBN</b>	

<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>	Sage
<b>ISBN</b>	

## Notes

This module explores different forms of mass visual communication and expects students to engage directly with fictional and factual media forms. Students will critically evaluate different types of genre and journalism forms. There will be the opportunity to research and evaluate British Public Information Campaigns.