

Liverpool John Moores University

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Title: MEDIA BUSINESS AND INSTITUTIONS
Status: Definitive
Code: **6016MASSCO** (119439)
Version Start Date: 01-08-2012

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

Team	Leader
Iqbal Akthar	Y
Esperanza Miyake	
Alan Molyneux	
Nedim Hassan	

Academic Level: FHEQ6 **Credit Value:** 24.00 **Total Delivered Hours:** 42.00

Total Learning Hours: 240 **Private Study:** 198

Delivery Options

Course typically offered: Non Standard Year Long

Component	Contact Hours
Lecture	12.000
Tutorial	6.000
Workshop	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	ass1	Group presentation	50.0	
Essay	ass2	1 x 2000 word essay	50.0	

Aims

To enable students to critically reflect on developments in the international media industries, paying particular attention to issues of regulation, organisational policy

and institutional responses to new media. To produce group work to a professional standard.

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.

Learning Outcomes of Assessments

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

presentation	1
2000 words	2

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 organisation)

Learning Activities

Lectures, workshops, tutorials, to work independently and in groups.

References

Course Material	Book
Author	Paul Rutter
Publishing Year	2011
Title	The Music Industry Handbook (Media Practice)
Subtitle	
Edition	
Publisher	Routledge
ISBN	041558681X

Course Material	Book
Author	Joseph Turow & Brooke Erin Duffy
Publishing Year	2013
Title	Media Industries

Subtitle	
Edition	
Publisher	Routledge
ISBN	0415533309

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. Students get the opportunity to develop and demonstrate creative and presentation skills. It will also allow them to draw in their respective media and cultural experiences.