

Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: Media Forms: Print and Screen
Status: Definitive
Code: **6034MEDCUL** (117659)
Version Start Date: 01-08-2019

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

Team	Leader
Nickianne Moody	Y
Steven Spittle	

Academic Level: FHEQ6 **Credit Value:** 24 **Total Delivered Hours:** 98
Total Learning Hours: 240 **Private Study:** 142

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	44
Tutorial	6
Workshop	48

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	essay		30	
Test	test		30	
Essay	essay		40	

Aims

1. To offer students the opportunity to develop critical analytical and evaluating skills appropriate to the textual study of screen and print media.

2. *To locate the production and consumption of popular fiction within the context of economic and institutional imperatives*
3. *To identify and critically evaluate the discursive roots of given examples drawn from screen and print media.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the relationship between popular narrative media and the cultures within which they were produced and consumed
- 2 Critically review the marketing strategies used to sell popular fiction
- 3 Offer a theoretically informed analysis of a self-selected screen media text

Learning Outcomes of Assessments

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

essay	1
test	2
essay	3

Outline Syllabus

The block on print media will consider a case study e.g. detective fiction and examine its development from the 19th-21st centuries across multi-media forms, cultural climates and differentiated audiences. Students will focus on theoretical/analytical and publishing concerns by identifying the key thematic ideologies e.g. order and pleasure.

The screen media block will consider the following: Is Film/TV a Language? Pure Cinema; The Classic Realist Text: narrative & 'invisible' technique; Narrative Structure and Myth; TV and Flexi-Narrative; The Cinematic Gaze; the Wii and casual gaming; Survival horror videogames and Psychoanalysis;

Learning Activities

Lectures that introduce key concepts and model analyses, workshops for the development of analytical and critical skills, formative student presentations, weekly screenings in semester two.

Notes

This module offers students the opportunity to engage in theoretically informed analyses of a range of print and screen media. Students will critically examine the institutional and economic imperatives that impact on the nature of print and screen

media.