

Liverpool John Moores University

Title: Media and Consumer Culture
Status: Definitive
Code: **6039MEDCUL** (118042)
Version Start Date: 01-08-2011

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

Team	Leader
Nickianne Moody	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 118.00
Total Learning Hours: 240
Private Study: 122

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	48.000
Seminar	48.000
Tutorial	10.000
Workshop	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	ESSAY 1	ESSAY 1 1500 words	30.0	
Test	TEST	TEST 1 hour	30.0	
Essay	ESSAY 2	ESSAY3 3,000 words	40.0	

Aims

- 1. To offer students the opportunity to develop critical analytical and evaluating skills appropriate to the textual study of narrative media in the context of production and consumption.*
- 2. To locate the production and consumption of popular fiction within the context of economic and institutional imperatives*

3. *To explore scholarly accounts of the development and nature of consumer society and its associated cultures of consumption in order to enable students to undertake an extended piece of research into a media text or cultural practice related to consumption and consumer culture*

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 Produce a research essay that draws upon a theoretical approach discussed in the module and critically applies it to a self-identified case study

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 publishing 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 second block broadens this case study out to examine Consumption and The Romantic Ethic; Simmel and the city; Veblen and conspicuous consumption; Bourdieu and distinction; consuming youth; consuming gender; consuming postmodern leisure; consuming the mall.

Learning Activities

Lectures that introduce key concepts and model analyses, workshops for the development of analytical and critical skills. Students will undertake a mix of reading and task-based seminars and workshops during the course of the module. Individual tutorials will be offered students to assist them with the development of an essay plan and their final research essay.

References

Course Material	Book
Author	Allen, M.
Publishing Year	2007
Title	"Reading CSI :Crime TV Under the Microscope"
Subtitle	
Edition	
Publisher	London: I.B. Taurus
ISBN	

Course Material	Book
Author	Atkins, B.
Publishing Year	2003
Title	'More than a game :The computer game as a fictional form'
Subtitle	
Edition	
Publisher	Manchester: Manchester University Press.
ISBN	

Course Material	Book
Author	Cawelti, J.G.
Publishing Year	1976
Title	'Adventure, Mystery and Romance'
Subtitle	
Edition	
Publisher	University of Chicago Press, Chicago
ISBN	

Course Material	Book
Author	Moody, N.
Publishing Year	2007
Title	'Methodological Agendas'
Subtitle	"Popular Narrative Media" 1.1 pp35-42
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Sassatelli, R.
Publishing Year	2007
Title	'Consumer culture: History, theory and politics'
Subtitle	
Edition	
Publisher	London, Sage
ISBN	

Course Material	Book
Author	Paterson, M.

Publishing Year	2006
Title	'Consumption and everyday life'
Subtitle	
Edition	
Publisher	London, Routledge
ISBN	

Course Material	Book
Author	Wynne, D. & O'Connor, J, (eds.)
Publishing Year	1996
Title	'From the Margins to the Centre: Cultural production and consumption in the post-industrial city'
Subtitle	
Edition	
Publisher	Aldershot, Ashgate
ISBN	

Notes

This module offers a wide range of theoretical and conceptual perspectives on the closely related study areas of entertainment media and consumer culture. Students are introduced to development of commercial fiction from the 19th-21st centuries across multi-media forms, cultural climates and differentiated audiences. The module then moves on to the critical study of consumer society and consumer culture, beginning with a series of lectures on core theoretical approaches and concluding with case studies of a range of cultures of consumption. As we move through the module students' progress towards developing independent, though guided research, based upon their own choice of case study.