

## Liverpool John Moores University

Title: Media and Cultural Industries  
Status: Definitive  
Code: **6101MEDCUL** (122093)  
Version Start Date: 01-08-2021

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

| Team           | Leader |
|----------------|--------|
| Clare Horrocks | Y      |

**Academic Level:** FHEQ6      **Credit Value:** 30      **Total Delivered Hours:** 78  
**Total Learning Hours:** 300      **Private Study:** 222

### Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 12            |
| Seminar   | 30            |
| Tutorial  | 6             |
| Workshop  | 30            |

**Grading Basis:** 40 %

### Assessment Details

| Category     | Short Description | Description  | Weighting (%) | Exam Duration |
|--------------|-------------------|--|---------------|---------------|
| Presentation | AS1               | Presentation, 10 minutes with Question and Answers | 25            |               |
| Portfolio    | AS2               | Portfolio, 4000 Words                              | 75            |               |

### Aims

- 1. To enable students to develop transferable skills relevant to the world of work.*
- 2. To foster initiative through an evaluative approach to the assessment of work experience or career planning in the context of academic study.*

3. *To produce a sustained and evidenced piece of critical reflection.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Demonstrate a critical understanding of debates about the importance of work based learning and developing transferable skills
- 2 Identify the context within which an organization operates as a media, cultural or communication industry
- 3 Reflect upon and monitor experience within a critique of personal development.

## **Learning Outcomes of Assessments**

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

|                       |   |   |
|-----------------------|---|---|
| Presentation          | 1 | 2 |
| Portfolio, 4000 Words | 2 | 3 |

## **Outline Syllabus**

*Introduction to the context of media and cultural industries.*

*Bespoke session on Career Zones and World of Work Careers Centre.*

*Guest speakers from media, cultural and communications industries.*

*Ethics, behaviour and detailed specification of the programme for each work placement formulated in a negotiated learning agreement.*

*Key concepts for career planning, including critical reflection, networking, graduate skills, enterprise, impression management, organisational awareness and mentoring.*

## **Learning Activities**

Lectures, Seminars, Workshops. practical (work placement), private study.

## **Notes**

Students may complete the module by focussing on career planning or a work placement. The portfolio that students produce should contain a range of different material exemplifying the skills that they have acquired. It should be of a standard that it could form the basis for employment interviews. Students intending to take this module will be given guidance and support at level 5 through PDP and cohort meetings, so that they have the option of undertaking a placement during a summer vacation if appropriate.