Popular Fiction and Publishing

Module Information

2022.02, Approved

Summary Information

Module Code	6110MEDCUL
Formal Module Title	Popular Fiction and Publishing
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	12
Seminar	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	1. To offer students the opportunity to develop critical, analytical and evaluative 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 narrative and storytelling patterns and their relationship with social and cultural conditions, with reference to given examples of screen and print media.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically evaluate the relationship between popular narrative media and the cultures within which they were produced and consumed.
MLO2	2	Critically review the contemporary publishing and retail environment for popular fiction.
MLO3	3	Offer a theoretically informed analysis of an example of popular fiction.

Module Content

Outline Syllabus	Approaches to analysing popular fiction; the reader experience; popular fiction, the city and social order; morality, power and conspiracy in popular fiction; gender and popular narrative; publishing, bestsellers and the experience commodity; young adult fiction; convergence and the entertainment industries; marketing popular fiction.
Module Overview	This module offers you the opportunity to develop critical analytical and evaluating skills appropriate to the textual study of screen and print media, and to locate the production and consumption of popular fiction within the context of economic and institutional imperatives.
Additional Information	This module draws on theoretical approaches developed for print fiction but students may choose examples for their assessed work from a variety of popular narrative media i.e.. film, television, digital media, young adult fiction.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	2000 word essay	50	0	MLO1, MLO3
Report	2000 word report	50	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Joanne Knowles	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings