

## Liverpool John Moores University

Title: Popular Fiction and Publishing  
Status: Definitive  
Code: **6110MEDCUL** (122111)  
Version Start Date: 01-08-2021

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

Team	Leader
Joanne Knowles	Y
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**Academic Level:** FHEQ6  
**Credit Value:** 20  
**Total Delivered Hours:** 60  
**Total Learning Hours:** 200  
**Private Study:** 140

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Seminar	24
Workshop	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	2000 words essay on the case study covered by the module	50	
Report	AS2	2000 words report on contemporary and future development in the publishing, marketing and retail of popular fiction	50	

### 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 contemporary publishing and retail environment for popular fiction.
- 3 Offer a theoretically informed analysis of an example of popular fiction.

## **Learning Outcomes of Assessments**

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

2000 words essay	1	3
2000 words report	1	2

## **Outline Syllabus**

*One study of genre through an extended case study eg. detective fiction and examine its development from the 19th-21st centuries across multi-media forms, cultural climates and differentiated audiences. A second case study will look at the summer retail market for popular fiction. Students will focus on theoretical/analytical and publishing concerns by identifying the key thematic ideologies eg. order and pleasure, concepts, the bestseller, and reading cultural debates about digital publishing.*

## **Learning Activities**

Lectures that introduce key concepts and modes of analysis. Seminars which focus on textual analysis and theorisation of perspectives. Workshops for the development of analytical and critical skills.

## **Notes**

This module focuses on print fiction but students may choose examples for their assessed work from a variety of popular narrative media ie. film, television, digital genres, young adult fiction.

