

Liverpool John Moores University

Title: Theories Concepts & Debates in Mass Communications
Status: Definitive
Code: **7001MC** (119720)
Version Start Date: 01-08-2021

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

| Team | Leader |
|--------------|--------|
| Nedim Hassan | Y |

Academic Level: FHEQ7 **Credit Value:** 30 **Total Delivered Hours:** 40

Total Learning Hours: 300 **Private Study:** 260

Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 12 |
| Seminar | 22 |
| Tutorial | 6 |

Grading Basis: 50 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|---|---------------|---------------|
| Presentation | A1 | 15 min presentation on assigned article | 20 | |
| Essay | A2 | 3000 word essay | 80 | |

Aims

To develop a comprehensive understanding of key theoretical frameworks relevant to Mass Communications
To enable students to establish a critical awareness of existing debates in the field of Mass Communications
To ensure that students are able to apply and appraise concepts employed in the

study of Mass Communications

Learning Outcomes

After completing the module the student should be able to:

- 1 Assess existing theoretical and methodological approaches to mass communication scholarship
- 2 Appraise and critique a contemporary debate in Mass Communications
- 3 Apply relevant theoretical frameworks to their own examples

Learning Outcomes of Assessments

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

| | | |
|------------------------|---|---|
| 15 minute presentation | 1 | |
| 3000 word essay | 2 | 3 |

Outline Syllabus

Exploring the notion of 'mass communication' in the 21st century; Medium theory and mediation; Radio and the ongoing significance of public service broadcasting; Radio as a communication form; Televised sport and transformation; Mediating popular music on television; Contemporary television and global formatting.

Learning Activities

Lectures, Seminars and Tutorials

Notes

This module will introduce students to a variety of ways in which the relationship between the mass media and society is theorised by academics and the issues that are currently being debated in the field.