Digital Cultures

Module Information

2022.01, Approved

Summary Information

Module Code	7003MC
Formal Module Title	Digital Cultures
Owning School	Humanities and Social Science
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	13
Off Site	4
Seminar	26
Tutorial	2

Module Offering(s)

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

Aims and Outcomes

Aims	1. To contextualise the evolution of new media and its perceived social purposes 2. To critically examine the relationships between people, organisations and digital media technologies 3. Evaluate current research in digital cultures

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Discriminate between scholarly critiques published in the field of Mass Communications
MLO2	2	Critically assess how digital media forms are used within professional contexts
MLO3	3	Provide a sophisticated evaluation of how media technologies structure the culture of everyday life

Module Content

Outline Syllabus	The Internet and Web 2.0; Using spatial metaphors to understand social media practice; Digital public communications; Marketing Liverpool's cultural heritage online; Strategies for marketing the arts in Liverpool; Digital archiving and location-specific media; Social media and amateur photography; Ethical dilemmas in researching social media
Module Overview	This module aims to: contextualise the evolution of new media and its perceived social purpose critically assess how popular cultural practices are informed by changes in the commercial use of new media evaluate current research in digital culture
Additional Information	The module is particularly interested in the appropriation and use of new media technology, by different social groups and its ongoing cultural influence on everyday life.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Critical review	50	0	MLO2
Dissertation	Essay	50	0	MLO1, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Nedim Hassan	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings