

## Liverpool John Moores University

Title: COMPARATIVE MEDIA ANALYSIS  
Status: Definitive  
Code: **7004JOURN** (110818)  
Version Start Date: 01-01-2016

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Glyn Hughes	Y

**Academic Level:** FHEQ7  
**Credit Value:** 20.00  
**Total Delivered Hours:** 24.00  
**Total Learning Hours:** 200  
**Private Study:** 176

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Seminar	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	seminar group presentation	60.0	
Essay	AS2	1 x 2000 word essay	40.0	

### Aims

*Students will gain knowledge and understanding of the structures of international news-oriented media and be able to analyse and evaluate how these structures affect the performance and influence of the media in different countries.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Understand how the media is structured as an economic organisation both nationally and internationally.
- 2 Analyse and evaluate the importance of public and private ownership.
- 3 Understand how ownership patterns affect the operation of the media.
- 4 Evaluate the performance of media depending on its economic pattern of ownership.
- 5 Evaluate the performance of media in different cultural and national contexts.

### **Learning Outcomes of Assessments**

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

Seminar/Presentation	1	2	4	5
Essay	2	3	4	

### **Outline Syllabus**

*Public service broadcasting; ownership; control; media organisation; ownership patterns; comparative media.*

### **Learning Activities**

Lectures, seminars, examination of case studies and contemporary issues and reading.

### **Notes**

Gives students an in-depth understanding of the media in an international context allowing the comparison of media in different cultures and the part ownership and structure play in the dissemination of news.