

Theories Concepts and Debates in Mass Communications

Module Information

2022.01, Approved

Summary Information

Module Code	7505UNICAF
Formal Module Title	Theories Concepts and Debates in Mass Communications
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Unicaf

Learning Methods

Learning Method Type	Hours
Online	40

Module Offering(s)

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

Aims and Outcomes

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
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Assess existing theoretical and methodological approaches to mass communication scholarship
MLO2	2	Appraise and critique a contemporary debate in Mass Communications
MLO3	3	Apply relevant theoretical frameworks to their own examples

Module Content

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.
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	1500 word essay	40	0	MLO1
Essay	3000 word essay	60	0	MLO2, 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