

**MODULE SPECIFICATION FORM**

Module Title: <b>The Media Business 1</b>	Level: 4	Credit Value: 20
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Module code: HUM435	Cost Centre: GAJM	JACS3 code: P300/P500
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Trimester(s) in which to be offered: 2	With effect from: September 2014
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<b>Office use only:</b> To be completed by AQSU:	Date approved: September 2014 Date revised: May 2015 Version no: 2
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Existing/ New: New	Title of module being replaced (if any): The Media Business 1
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Originating Academic Department: Creative Industries	Module Leader: Jon Simcock
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Module duration (total hours): 200	Status: core/option/elective (identify programme where appropriate): Core
Scheduled learning & teaching hours: 48	
Independent study hours: 152	
Placement hours: 0	

Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications	Pre-requisites per programme (between levels): None
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<b>Module Aims:</b> To appreciate the business of the media and prepare learners for the working environment.
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### Intended Learning Outcomes:

At the end of this module, students will be able to ...

1. Demonstrate a broad understanding of the economic forces that frame the media, cultural and creative industries, and the role of such industries in specific areas of contemporary political and cultural life (KS1, KS2, KS4)
2. Understand how to evaluate and draw upon the range of sources and the conceptual frameworks appropriate to research in the chosen area (KS3, KS5, KS6)
3. Produce portfolio work which demonstrates an understanding of media forms and structures, audiences and specific communication registers (KS1, KS4, KS6)
4. Demonstrate a basic ability to retrieve and generate information, and evaluate sources, in carrying out independent research then organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms (KS1, KS3)
5. Reflect upon their own work reference to a series of sources to write an ongoing reflective journal, including a bibliography with Harvard Referencing (KS1, KS5)

### Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self management)
10. Numeracy

**Indicative assessments:** A 4,000-word portfolio of original academic writing, including academic references and Harvard Referencing, showing critical analysis of three central themes of the Media Business module. Candidates can choose three essay titles from a range of questions exploring each of the areas of the media covered during the module.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	All	Portfolio	100%		4,000

### **Learning and Teaching Strategies:**

- Formal lectures covering dynamics of the media industry
- Tutor-led practical seminars based on producing practical material
- Support tutorials to consult on portfolio work

### **Syllabus outline:**

An introduction to the media industry and consideration of new forms of publishing  
Explore current issues in regulation and legislation, reflecting how this informs current practice

A basic summary of the types of contracts and job roles within the media

A look at key institutions, ownership and funding

A look at key players in the media business and how their influence has changed

Sourcing case studies to compile a portfolio of work based on interviews with current practitioners

### **Bibliography:**

Essential reading:

Evans, H. & Crawford, G. (2000), *Essential English for Journalists, Editors and Writers*. Fully Revised ed. London: Pimlico.

Hargreaves, I. (2005) *Journalism A Very Short Introduction*. Oxford: Oxford University Press.

Pulford, C. (2009), *Byliners: 101 Ways to be a Freelance Journalist*. Northants: Ituri Publications.

Media Guardian website. Available at [www.theguardian.com/media](http://www.theguardian.com/media)

BBC College of Journalism website. Available at [www.bbc.co.uk/journalism](http://www.bbc.co.uk/journalism)

Press Gazette website. Available at [www.pressgazette.co.uk](http://www.pressgazette.co.uk)

Other indicative reading:

Marr, A. (2004), *My Trade: A Short History of British Journalism*. Basingstoke & Oxford: Macmillan

Hold the Front Page website. Available at [www.holdthefrontpage.co.uk](http://www.holdthefrontpage.co.uk)