

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	International Journalism and Media
FHEQ Level:	5
Course Title:	Entertainment, Arts and the Media
Course Code:	JRN 5400
Course Leader:	Simon Goldsworthy
Student Engagement Hours: 120	
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
Semester:	Fall, Spring, Summer
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

Many young people dream of writing about and promoting the things that consume so much of their time – music, film, theatre, show business and the arts. This course will give students the basic tools to do the job. It will teach the art of criticism in journalism. Students will also learn the skills needed to promote entertainment and the arts through public relations and advertising. The course will outline the ethical responsibilities of practitioners in these fields.

Pre-requisites and/or Co-requisites: JRN 4200

Aims and Objectives:

This course aims to prepare students to propose, research and write feature articles **and promotional materials** about the arts and entertainment world. The course will outline the essential framework of criticism and the responsibilities and ethics of those who write it. The course will also enable students to develop a detailed historical and critical understanding of the contexts that inform different forms of arts and entertainment about which they will be required to write about. By the end of this course, successful students will have:

- The ability to plan to plan, research and write critical reviews and **promotional materials** in a wide range of genres

- A detailed understanding of different aesthetic and cultural forms, schools and traditions
- A detailed understanding of the different approaches in styles in executing review features
- A detailed historical and critical understanding of the entertainment industry.
- A detailed and critical understanding of the economics and organisation of the UK and London arts world.

Programme Outcomes:

5Ai

5Aii

5Bi

5Ciii

5Di

5Dii

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

At the end of the course, successful students must have:

- Developed the ability to identify the different agendas of major media organizations and be able to distinguish between a top story and a normal story.
- A detailed understanding of the ways in which different social groups may make use of cultural texts and products in the construction of social and cultural realities, cultural maps and frames of reference.
- Students should have a detailed knowledge of different media genres and voices such as reportage, basic news articles, features, profiles, interviews, reviews, columns, **press releases**, advertorials etc.
- Students should have a detailed knowledge of the different sources that are necessary to write a journalistic article/piece of promotional copy and should be able to conduct their own original reporting for their features.
- Students should be able to write different types of feature **material** to deadline.
- Students should have competent interviewing and reporting skills.
- Students should be able to conduct their work with limited supervision direction, whilst respecting set deadlines.

Indicative Content:

- Concepts of High Culture and Pop Culture
- Development of Popular Music
- Funding of the Arts
- Listening and Viewing Art
- **Promoting Entertainment and the Arts**
- Celebrity Culture

- Theatre Reviews
- Cinema Reviewing

Assessment

The course is assessed following the University Assessment Rules for IJM outlined in the Programme Specification.

Teaching Methodology:

The course is based on lectures, class discussions, field trips to theatres, art galleries etc., as well as class work, and at least two one-on-one tutorials. Students should be familiar with at least some arts genres and to have a good working knowledge of both the creative and business aspect of the industry. They are also required to read regular publications devoted to the arts and entertainment

Bibliography:

Indicative Text(s):

Hesmondhalgh, David (2007) *The Cultural Industries*, Second Edition, Sage Publications

Acton, *Learning To Look at Paintings* (Routledge, 2008)

Berger J, *Ways of Seeing* (Penguin 1990)

Billington M, *One Night Stands* (Nick Hern Books, 2007)

Billington M, *State of the Nation: British Theatre Since 1945* (Faber and Faber 2007)

Evans, J; Hesmondhalgh, D; *Understanding Media: Inside Celebrity*, (Open University Press, 2009)

Evans, H, *Essential English For Journalists, Editors and Writers* (Penguin, 2000)

French, P, *I Found it At the Movies*, (Carcanet Press, 2011)

French P, *Collected Reviews* (Carcanet Press 2007)

Freeland, C *But is it Art?* (OUP 2001)

Hennessy, Brendan, *Writing Feature Articles* (Focal Press, 2005)

Journals

Journal of Media and Cultural Studies

Historical Journal of Film, Radio and Television

Creative Industries Journalism

Journal of Media and Cultural Politics

Journal of Popular Film and Television

Journal of Visual Arts Practice

Media, Culture & Society

Web Sites

www.timeout.com/london

www.stage.co.uk

www.guardian.co.uk

www.bbc.co.uk/news

www.independent.co.uk
www.electronictelegraph.co.uk
www.bbc.co.uk/journalism
www.reutersinstitute.politics.ox.ac.uk
www.journalismfoundation.org
www.nytimes.com
www.poynter.org
<http://en.rsf.org>

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body	Change Actioned by Academic Registry
major	Small change of title; a few adjustments in wording elsewhere	January 2017 AB	13/06/17