

## Understanding News Media

### Module Information

2022.01, Approved

#### Summary Information

Module Code	4035JOURN
Formal Module Title	Understanding News Media
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

#### Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

#### Learning Methods

Learning Method Type	Hours
Lecture	24
Seminar	12

#### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

#### Aims and Outcomes

Aims	1. A knowledge of the historical context of today's news media 2. An understanding of today's news media industry 3. A knowledge of the main theoretical concepts that apply in understanding the news media
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## After completing the module the student should be able to:

### Learning Outcomes

Code	Number	Description
MLO1	1	Recognise the main historical developments that continue to influence today's news media
MLO2	2	Identify and summarise the main theoretical concepts that underpin knowledge of the news industry
MLO3	3	Explain the main issues and arguments in the news media

### Module Content

Outline Syllabus	The main historical developments and conflicts that helped to forge today's news industry and how these are relevant to today's issues in the news media. The main theoretical concepts that help to explain these developments and the structure and style of today's news media. The key issues and debates about today's news media, especially around issues of control, ownership, diversity and the impact of technological developments.
Module Overview	In this module you will develop a knowledge and understanding of the context of today's news media through a study of key historical developments and how these provide the background to current day debates over the news media, in particular its regulation, control, ownership, economic and technological factors, ethics, and how such concepts as public service broadcasting are under pressure. You will also gain knowledge an understanding of the changing role of the journalist in society, especially due to the development of social media and User-Generated Content, and of the main theoretical concepts that help to explain these developments and the changing expectations and demands of audiences.
Additional Information	Students will have knowledge and understanding of the context of today's news media through a study of key historical developments and how these provide the background to current day debates over the news media; in particular its regulation, control, ownership, economic and technological factors, ethics, and how such concepts as public service broadcasting are under pressure. Students will also gain knowledge and understanding of the changing role of the journalist in society – especially due to the development of social media and User-Generated Content – and of the main theoretical concepts that help to explain these developments and the changing expectations and demands of audiences.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay - 2000 Words	50	0	MLO1, MLO2
Test	Test	50	0	MLO3

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
Frances Yeoman	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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