

## Liverpool John Moores University

Title: Understanding News Media  
Status: Definitive  
Code: **4035JOURN** (123553)  
Version Start Date: 01-08-2021

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

Team	Leader
Fran Yeoman	Y

**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 36  
**Total Learning Hours:** 200      **Private Study:** 164

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	24
Seminar	12

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Essay - 2000 Words	50	
Test	Test	Class Test - 1 hour	50	

### 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

### Learning Outcomes

After completing the module the student should be able to:

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

### **Learning Outcomes of Assessments**

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

Essay - 2000 Words	1	2
Test	3	

### **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.*

### **Learning Activities**

Lectures and seminars

### **Notes**

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.