

Summary Information

Module Code	4106MEDCUL
Formal Module Title	Communicating Politics and Protest
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	12
Seminar	24

Module Offering(s)

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

Aims and Outcomes

Aims	<p>1. Introduce students to a range of methods for studying political activism and the media 2. Provide students with an understanding of key theories that underpin an analysis of political communication and political protest 3. Examine the mediation of political communication through a range of established, social and digital media forms.</p>
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Collate and annotate a range of relevant examples of political communication
MLO2	2	Evaluate new online forms of party political communication and activist communication and their role in transforming contemporary political structures and systems
MLO3	3	Use relevant concepts to analyse and critique political communication practices.

Module Content

Outline Syllabus	Introduction to Political Communication; the Public Sphere; (New) Social Movements; Alternative Media activism; Digital Activism; Political parties, protest groups and their political communication strategies.
Module Overview	
Additional Information	It is a module that introduces students to a range of techniques for the analysis of political activism and political communication. It also pays particular attention to new and emerging methods of communicating information on a variety of social and digital media platforms.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio - 1,500 words	30	0	MLO1
Essay	Essay - 2,000 words	70	0	MLO3, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Paddy Hoey	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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