

Liverpool John Moores University

Title: Media and Public Health
Status: Definitive
Code: **5010PUBHEA** (125904)
Version Start Date: 01-08-2021

Owning School/Faculty: Public Health Institute
Teaching School/Faculty: Public Health Institute

Team	Leader
Harry Sumnall	Y
Conan Leavey	

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 48
Total Learning Hours: 200 **Private Study:** 152

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24
Practical	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	ASS1	20 minute presentation	40	
Essay	ASS2	2500 word Essay	60	

Aims

Develop critical thinking and media literacy skills to help students find reliable information to make decisions, take action, and share news responsibly about public health.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse the media's reporting of public health issues
- 2 Compare and contrast different media platforms and their use in public health
- 3 Develop the skills to effectively communicate public health concerns through the media

Learning Outcomes of Assessments

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

20 minute Presentation	3	
2500 word Essay	1	2

Outline Syllabus

Public understanding of uncertainty and risk in public health including wicked problems like obesity, drug & substance use, sexual health
Different media and their portrayal and framing of public health, and the reasons underlying this – film, TV, news, social media, art, etc.
Focussed sessions on specific topics and media / communication e.g. noncommunicable diseases, substance use, acute disease risk etc.
Mass-media health promotion campaigns
Social marketing methods

Learning Activities

A variety of different learning activities will include lectures summarising scientific knowledge and critical perspectives on public health media issues, practical exercises, e.g. watch news/go to news website, choose health issue, find original article/evidence and appraise media response. Analysing films or news reportage with public health /disaster emergency theme and evaluating portrayal of public health approach. Scenario based debates and mock media appearances. Opportunities to develop key public health messages to be distributed through social media.

Notes

This module will include many examples from recent and historic media depictions of public health messages e.g. smoking, pregnancy and birth weight, Zika virus, MMR vaccination and autism, 7 day NHS death toll, health screening, expert witnesses, and drug deaths in young users.

The assessment will be conducted in problem learning sets and involve the production of a report on the media's response to a specific public health issue and a mass media health promotion campaign. Specific issues that students study can either be deep-seated "Wicked" issues in public health like obesity, drug use or

sexual health for example.