

Summary Information

Module Code	5010PUBHEA
Formal Module Title	Media and Public Health
Owning School	Public Health Institute
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Public Health Institute

Learning Methods

Learning Method Type	Hours
Lecture	24
Practical	24

Module Offering(s)

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

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse the media's reporting of public health issues
MLO2	2	Compare and contrast different media platforms and their use in public health
MLO3	3	Develop the skills to effectively communicate public health concerns through the media

Module Content

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
Module Overview	This module enables you to develop critical thinking and media literacy skills to help you find reliable information to make decisions, take action, and share news responsibly about public health. 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.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	20 minute Presentation	40	0	MLO3
Essay	2500 word Essay	60	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Harry Sumnall	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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