

Summary Information

Module Code	5105MEDCUL
Formal Module Title	Popular Journalism: Research in Practice
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	24

Module Offering(s)

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

Aims and Outcomes

Aims	1. To critically evaluate professional and scholarly accounts of the development and the cultural and professional practices of popular journalism.2. To examine approaches to research for the production of professional journalistic practice.3. To introduce students to writing skills appropriate to real-world journalistic practice.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Offer a critical and theoretically informed evaluation of a given aspect of popular journalism.
MLO2	2	Demonstrate appropriate research skills for journalistic practice.
MLO3	3	Write in a variety of journalistic styles and demonstrate an understanding of the contexts of production and consumption inherent in journalistic practice.

Module Content

Outline Syllabus	Analysis of popular journalistic practice; Industry and scholarly issues and debates; Journalism as a cultural practice; Digital Writing and feature writing; Critical reflective practice; Field research.
Module Overview	This module enables you to undertake field research either in Liverpool or if possible on a research trip abroad organised by the university during the second semester.
Additional Information	This module expects students to undertake field research either in Liverpool, or if possible, on a fieldwork trip organised by LJMU.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	2000 words essay	40	0	MLO1
Portfolio	2500 words portfolio	60	0	MLO3, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Rachel Broady	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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