

Liverpool John Moores University

Title: Popular Journalism: Research in Practice
Status: Definitive
Code: **5105MEDCUL** (122118)
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Rachel Broady	Y

Academic Level: FHEQ5
Credit Value: 20
Total Delivered Hours: 38
Total Learning Hours: 200
Private Study: 162

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	14
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	2000 words essay: examine academic debates around genres of popular culture	40	
Portfolio	AS2	2500 words portfolio: journalistic writing based upon field research	60	

Aims

- 1. To critically evaluate professional and scholarly accounts of the development of popular journalism.*
- 2. To examine approaches to research in professional journalistic practice.*

3. To introduce students to basic writing skills in journalistic genres appropriate to print and online journalism.

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

2000 words essay	1	
2500 words portfolio	2	3

Outline Syllabus

Writing about music journalism - issues and debates; The music press; Analysing music documentary; Analysing reviews; Biographies and profiles; Digital Writing and blogs; Ethics and regulation; Feature writing; Field research.

Learning Activities

Lectures, Seminars, Workshops, field trips.

Notes

This module expects students to undertake field research either in Liverpool or if possible on a research trip abroad organised by the university during the second semester.