

Popular Journalism: Research in Practice

Module Information

2022.01, Approved

Summary Information

Module Code	5515WESTMC
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Westford University College

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	24

Module Offering(s)

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

Aims and Outcomes

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.
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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	Writing about music journalism - issues and debates; The music press; Analysing reviews; Digital Writing and blogs; Ethics and regulation; Feature writing; Field research.
Module Overview	
Additional Information	

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Steven Spittle	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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