

Liverpool John Moores University

Title: Media in Public Health
Status: Definitive
Code: **6009PUBHEA** (124954)
Version Start Date: 01-08-2019

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

Team	Leader
Harry Sumnall	Y
Kate Fleming	
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Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Practical	8
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	Portfolio	2500 word portfolio	65	
Practice	Practical	Delivery of mass media campaign	35	

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 Understand and explain media processes through which the public learn about public health
- 2 Synthesise knowledge on how the public understand uncertainty around risk and susceptibility to public health hazards
- 3 Critically analyse the media's reporting of public health issues
- 4 Design a health promotion campaign for delivery at a population level
- 5 Evaluate their role as part of a collaborative team

Learning Outcomes of Assessments

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

Portfolio	1	2	3	4	5
Practical	1	2	4		

Outline Syllabus

*Public understanding of uncertainty and risk in public health
Different media, 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. non communicable diseases, substance use, acute disease risk etc.
Mass-media health promotion campaigns*

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 a film with public health / disaster emergency theme and evaluating portrayal of public health compared to theory, debates and mock media appearances. Students will also work in problem-based learning sets during facilitated workshops and group feedback sessions

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 or emerging issues at the time the module runs.