

Liverpool John Moores University

Title: BRITISH NEWSPAPER HISTORY 1855-1986:' WHOLESAL
AND HARMLESS ENTERTAINMENT'
Status: Definitive
Code: **6013HIST** (114603)
Version Start Date: 01-08-2019
Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
David Clampin	Y

Academic Level: FHEQ6
Credit Value: 12
Total Delivered Hours: 31
Total Learning Hours: 120
Private Study: 89

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Workshop	31

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS2	Essay (3000 words)	100	

Aims

- 1. To critically engage with arguments concerning the place of the press in British society through an historical study, providing context to the current state of the mass media.*
- 2. To consider the impact of the commercial imperative in history as a multifaceted influence on the progress of events, i.e. the socio-cultural impact of business driven initiatives.*
- 3. To assess the influence of the press on political consciousness in Britain in the modern era.*

4. To chart popular engagement in the political process versus growing apathy and an obsession with 'celebrity'.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply a rigorous appraisal of the press in modern Britain that places it in a clear chronological framework and extends students knowledge through detailed study.
- 2 Critically evaluate the place of the press in British society versus mythological representations.
- 3 Integrate a post-structuralist approach to the study of media history that understands the inter-play between press, politics and the people.

Learning Outcomes of Assessments

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

Essay	1	2	3
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Outline Syllabus

Introduction to the study of media history.

Background: The Radical Press, 1790-1820.

The birth of the popular press, 1855-1896.

The First World War: a discreditable period in the history of journalism?

The inter-war period: the abdication of responsibility.

The Second World War: people's press and people's war.

The post-war world: the triumph of commercialism.

The sixties: a golden age?

1970s and 1980s: a new generation of 'press barons'.

Conclusion and overview of course.

Learning Activities

Lectures and class discussion around primary sources.

Notes

The press in Britain is, on occasion, vilified in its contemporary guise for its scurrilous and intrusive nature, its coarse editorial content and its cursory and sensational coverage of 'important' matters. Elsewhere, certain examples of the genre are held up as world leading and, at the same time, criticised for exercising undue influence on society and, especially, the political agenda. This course is designed to question the extent to which such interpretations are a recent phenomena or whether this merely reflects the nature of the newspaper publishing business.

Focussing on the period after the repeal of Stamp Duty in 1855, up to the launch in

1986 of the Independent and Sunday Sport, the course is driven by the question of why it is that we have the press that we have today. It questions the underlying business model which drives newspapers towards appealing to what might be considered the 'lowest common denominator', abandoning any earlier delusions to improve the lot of the masses.