

## Liverpool John Moores University

Title: MASS COMMUNICATIONS POLICY AND PRACTICE  
Status: Definitive  
Code: **6036MEDCUL** (117817)  
Version Start Date: 01-08-2019

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

Team	Leader
Nickianne Moody	Y
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**Academic Level:** FHEQ6      **Credit Value:** 24      **Total Delivered Hours:** 72  
**Total Learning Hours:** 240      **Private Study:** 168

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	18
Seminar	36
Workshop	18

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	report	report	30	
Essay	essay	2000 word essay	30	
Portfolio	portfolio	portfolio	40	

### Aims

*To consolidate students' evaluation of mass communication research (studied at previous levels) across journalism studies, public information and communication, media industries, media effects and computer mediated communication in relation to*

*policy and professional practice.*

*To reflect on the role that policy and regulation plays in the ethical decision making processes of media practitioners.*

*To evaluate the properties of new media writing and language in their social, cultural and technological context, in order to produce effective and professional new media communications.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Contextualise their research within the applicable regulatory framework and policy.
- 2 Identify key players in the media's ethical decision making process through the formulation and in-depth scrutiny of individual case studies
- 3 Produce a portfolio of writing on and for new media.

## **Learning Outcomes of Assessments**

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

report	1
essay	2
portfolio	3

## **Outline Syllabus**

*Learning how to read policy documentation*

*The relationship between policy, public debate, media planning and development*

*Examine the role of policy in ethical decision making*

*The ethical journalist and working with appropriate case studies (including advertising and marketing campaigns and image ethics)*

*Textual forms in new media*

*Freedom and regulation in the digital environment*

*The politics of language use and regulation in a global context*

*The Internet, the virtual public sphere and Web 2.0*

*Identity and community issues in new media writing*

*Creating, producing, and user-generated content in new media*

*Writing, editing and publishing for new media*

## **Learning Activities**

Lectures, Seminars, Screenings, Workshops

## **Notes**

This module explores historical shifts in the ethics of media production and consumption in the light of changes in policy and regulation, new technologies and changes in media ownership and communication. It offers students the opportunity to put this knowledge and understanding into practice through the production of different forms of media writing for computer mediated communication?