

Liverpool John Moores University

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Title: British newspaper history 1855 – 1986: Wholesale and harmless entertainment
Status: Definitive
Code: **6105HIST** (122225)
Version Start Date: 01-08-2021
Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
David Clampin	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 35
Total Learning Hours: 200
Private Study: 165

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Online	2
Seminar	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay, Primary Source Analysis	50	
Essay	AS2	Essay	50	

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 Examine critically the place of the press in British society versus mythological representations.
- 3 Employ 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	
Esay	2	3

Outline Syllabus

Introduction to the study of media history.

Background: The Radical Press, 1790 – 1820.

The birth of the popular press, 1855 – 1896.

The Northcliffe Touch.

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

Weekly lectures will provide background and contextual setting against which students will consider a range of primary source material in seminars. The seminars will provide a structured framework where sources will be dissected by students and

used to stimulate discussion and debate.

Notes

This module is designed to challenge the notion of a free and independent press as a vital component of British democracy. In the face of a contemporary press lambasted for its obsession with celebrity and shallow entertainment, it traces its roots back to the repeal of Stamp Duty in 1855 and the consequent growth of a market driven press. In a broader context, it questions socio-cultural roles and questions the extent to which we have the press we deserve.