

**Module Information**

2022.01, Approved

**Summary Information**

Module Code	6105HIST
Formal Module Title	British newspaper history 1855 – 1986: Wholesale and harmless entertainment
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

**Teaching Responsibility**

LJMU Schools involved in Delivery
Humanities and Social Science

**Learning Methods**

Learning Method Type	Hours
Lecture	11
Online	2
Seminar	22

**Module Offering(s)**

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

**Aims and Outcomes**

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'.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	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.
MLO2	2	Examine critically the place of the press in British society versus mythological representations.
MLO3	3	Employ a post-structuralist approach to the study of media history that understands the inter-play between press, politics and the people.

### Module Content

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.
Module Overview	
Additional Information	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.

### Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay	50	0	MLO1
Essay	Essay	50	0	MLO2, MLO3

### Module Contacts

#### Module Leader

Contact Name	Applies to all offerings	Offerings
David Clampin	Yes	N/A

#### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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