

## Liverpool John Moores University

Title: JOURNALISM STUDIES  
Status: Definitive  
Code: **7000JOURN** (110814)  
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool Screen School  
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Robert Hughes	Y

**Academic Level:** FHEQ7  
**Credit Value:** 20.00  
**Total Delivered Hours:** 24.00  
**Total Learning Hours:** 200  
**Private Study:** 176

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Seminar	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 word essay	30.0	
Essay	AS2	1500 word essay	30.0	
Essay	AS3	2000 word essay	40.0	

### Aims

*To develop students' knowledge and understanding of the theories and differing approaches to media form, structure, ownership, representation and audience.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse how ownership patterns affect news coverage;
- 2 Understand the concept of the public sphere;
- 3 Analyse and evaluate different theoretical approaches to the politics, economics and technology of journalism;
- 4 Evaluate such media concepts as representation, audience and media form as they affect journalism.

### Learning Outcomes of Assessments

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

Essay 1	1	2	4
Essay 2	2	3	
Essay 3	3	4	

### Outline Syllabus

*Media use, economic, technological and political environment; Marxist and pluralist theories of media, ownership, media forms and analysis: feminism, post-modernism, stereotypes, representation, moral panics, sexism, racism, public sphere, audience, market forces, globalisation and technology.*

### Learning Activities

Lectures, seminars, examination of case studies and contemporary issues and reading.

### References

<b>Course Material</b>	Book
<b>Author</b>	Jones, E. & Jones, M.
<b>Publishing Year</b>	1999
<b>Title</b>	Mass Media
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London, UK: Macmillan
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	McNair, B.
<b>Publishing Year</b>	1998
<b>Title</b>	The Sociology of Journalism
<b>Subtitle</b>	
<b>Edition</b>	

<b>Publisher</b>	London, UK: Arnold
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Stokes, J. & Reading, B.
<b>Publishing Year</b>	1999
<b>Title</b>	Media in Britain
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London, UK: Macmillan
<b>ISBN</b>	

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### Notes

This module is intended to develop the ability of masters level students to understand the concepts used to analyse the media and to use them to evaluate the media in its various forms.