

## Liverpool John Moores University

Title: New Media: Policy and Practice  
Status: Definitive  
Code: **7004MC** (119723)  
Version Start Date: 01-08-2021

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

Team	Leader
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**Academic Level:** FHEQ7      **Credit Value:** 30      **Total Delivered Hours:** 43  
**Total Learning Hours:** 300      **Private Study:** 257

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10
Off Site	2
Seminar	20
Tutorial	2
Workshop	9

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	2500 word essay on student selected case study	50	
Portfolio	Portfolio	2500 word portfolio of digital writing and critical reflection	50	

### Aims

*To consolidate students' evaluation of Mass Communications research across different forms of communication and media industries*

*To explore public debates about the role of the media in a contemporary global context*

*To consider existing and proposed media policy and professional practice especially with regard to computer mediated communication*

*To enable students to critically reflect on the role that policy and regulation plays in the ethical decision making processes of media practices*

*To critique the production of professional digital communication forms*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Produce recommendations as part of an appraisal of existing media policy
- 2 Explore and hypothesize the future development of media regulation and professional practice
- 3 Critically reflect on their production of forms of contemporary digital writing and professional media practice more generally

## **Learning Outcomes of Assessments**

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

2500 word essay	1	2
2500 word portfolio	3	

## **Outline Syllabus**

*Critical assessment of policy documentation*

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

*Ethical decision making in media production through appropriate cases studies*

*Critique of textual forms in new media*

*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, tutorials, workshops and field trips.

## **Notes**

This module explores current debates regarding access, use and the regulation of new media in response to digitalisation. It offers students the opportunity to put this knowledge and understanding into practice through the production of different forms of media writing for computer media communication.