

New Media: Policy and Practice

Module Information

2022.01, Approved

Summary Information

Module Code	7004MC
Formal Module Title	New Media: Policy and Practice
Owning School	Humanities and Social Science
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	10
Off Site	2
Seminar	20
Tutorial	2
Workshop	9

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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
------	---

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Produce recommendations as part of an appraisal of existing media policy
MLO2	2	Explore and hypothesize the future development of media regulation and professional practice
MLO3	3	Critically reflect on their production of forms of contemporary digital writing and professional media practice more generally

Module Content

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
Module Overview	<p>This module explores current debates regarding access, use and the regulation of new media in response to digitalisation. It offers you the opportunity to put this knowledge and understanding into practice through the production of different forms of media writing for computer media communication. It aims to:</p> <p>strengthen your evaluation of Mass Communications research across different forms of communication and media industries</p> <p>explore public debates about the role of the media in a contemporary global context</p> <p>consider existing and proposed media policy and professional practice especially with regard to computer mediated communication</p> <p>enable you to critically reflect on the role that policy and regulation plays in the ethical decision making processes of media practices</p> <p>critique the production of professional digital communication forms</p>
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	2500 word essay	50	0	MLO1, MLO2

Portfolio	2500 word portfolio	50	0	MLO3
-----------	---------------------	----	---	------

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Nedim Hassan	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------