

Liverpool John Moores University

Title: Comparative Media Analysis
Status: Definitive
Code: **7023JOURN** (124494)
Version Start Date: 01-08-2021

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

Team	Leader
Rex Li	Y

Academic Level: FHEQ7
Credit Value: 20
Total Delivered Hours: 22
Total Learning Hours: 200
Private Study: 178

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	11

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Project - 4,500 word research project on the media coverage of a major event in two contrasting countries.	100	

Aims

- 1. Gain knowledge and understanding of the cultural, political and economic influences on news-orientated media in a variety of countries.*
- 2. Analyse and evaluate how these influences shape the media reporting of major events in different countries.*
- 3. Analyse and evaluate how social media is impacting on international news reporting.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Compare and contrast the nature and operation of the media in a variety of countries in the world.
- 2 Critically examine how news reporting in various parts of the world is shaped by their different cultural, political and economic contexts and media environments.
- 3 Apply the main news theories to the analysis of media reporting of selected events in a range of countries;
- 4 Critically evaluate the impact of technological change and social media on international news reporting.

Learning Outcomes of Assessments

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

Essay	1	2	4	3
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Outline Syllabus

Diversity in the political and economic systems in the world and its impact on news media; media environment, press freedom and international news reporting; media framing in reporting global news; different global audiences and perspectives in news reporting; global news flows and news agencies; culture, identity and the globalised media; challenges of technological change and social media; the rise of smartphone journalism in international news reporting; sports news in a global context; trauma reporting in an international context.

Learning Activities

Lectures, Seminars

Notes

This module enables students to gain a critical and in-depth understanding of the nature and operation of the media in an international context. It allows the comparison of media in different cultures, and the political and economic contexts in which the media operates in apparently very different societies.