New Media: Policy and Practice

Module Information

2022.01, Approved

Summary Information

Module Code	7501UNICAF
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Unicaf

Learning Methods

Learning Method Type	Hours
Online	41

Module Offering(s)

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

Aims and Outcomes

Aims	To consolidate students' evaluation of Mass Communications research acrossdifferent forms of communication and media industriesTo explore public debates about the role of the media in a contemporary globalcontextTo consider existing and proposed media policy and professional practice especiallywith regard to computer mediated communicationTo enable students to critically reflect on the role that policy and regulation plays inthe ethical decision making processes of media practicesTo 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 documentationThe relationship between policy, public debate, media planning and developmentEthical decision making in media production through appropriate cases studiesCritique of textual forms in new mediaIdentity and community issues in new media writingCreating, producing, and user-generated content in new mediaWriting, editing and publishing for new media
Module Overview	
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
Portfolio	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