

## Comparative Media Analysis

### Module Information

2022.01, Approved

#### Summary Information

Module Code	7503IST
Formal Module Title	Comparative Media Analysis
Owning School	Liverpool Screen School
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

#### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
Independent Studies of Science and Technology

#### Learning Methods

Learning Method Type	Hours
Lecture	11
Seminar	11

#### Module Offering(s)

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

## Aims and Outcomes

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.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Compare and contrast the nature and operation of the media in a variety of countries in the world.
MLO2	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.
MLO3	3	Apply the main news theories to the analysis of media reporting of selected events in a range of countries;
MLO4	4	Critically evaluate the impact of technological change and social media on international news reporting.

## Module Content

Outline Syllabus	Diversity in the political and economic systems in the world and it's 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.
Module Overview	
Additional Information	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 inwhich the media operates in apparently very different societies.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Essay	100	0	MLO1, MLO2, MLO3, MLO4

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Rex Li	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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