

Module Information

2022.01, Approved

Summary Information

Module Code	7560ECBM
Formal Module Title	Aspects of Fashion Journalism
Owning School	Business and Management
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
European College of Business Management

Learning Methods

Learning Method Type	Hours
Lecture	12
Seminar	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
APR-PAR	PAR	April	12 Weeks

Aims and Outcomes

Aims	To develop skills in fashion journalism across multi-platform contexts, and to focus on production of professional cross-media journalism in an international context.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically appraise contemporary international fashion journalism, with a focus on aspects of current trends
MLO2	2	Demonstrate a critical understanding of the perspectives of authors and commissioners of multi-platform fashion journalism
MLO3	3	Understand, analyse and evaluate new media platforms and put these alongside the context of print and traditional journalism
MLO4	4	Develop skills already attained to critically appraise journalistic content and produce a portfolio of professional content (in different and multi-platform contexts)

Module Content

Outline Syllabus	Cultural, sociological and media theory in relation to fashion journalism Current trends in multi-media fashion journalism – ethical good practice Understanding the different demands of authors and commissioning actors The role of authors and commissioning actors as content creators ,linking appropriate genres of journalism to key events in the fashion calendar Comparative comparison of print/traditional journalism and new emergent trends and platforms Producing articles for on-line and print publication on global fashion-themed topics Self-motivated freelance work and the financial realities of publishing
Module Overview	
Additional Information	The module provides a conceptual framework for working in fashion journalism in an international context across digital platforms, with an appreciation of the theoretical and historically important elements of the profession and a focus on current trends. Formative feedback is advanced through lecturer/mentor discussion (on a virtual platform) the analysis of case studies and scenarios. The module will require completion of directed tasks prior to the taught sessions and a coursework briefing will be included at the end of each tutor input session. Mentors from industry (journalism and fashion media) will provide an industry level perspective on student work, but not be involved in teaching or assessment

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Ind report 2,500 words	50	0	MLO1, MLO3
Portfolio	evidenced portfolio	50	0	MLO2, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings

Peter Wolstencroft	Yes	N/A
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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