

Summary Information

Module Code	7713ORYXLM
Formal Module Title	Press and Media
Owning School	Business and Management
Career	Postgraduate Taught
Credits	10
Academic level	FHEQ Level 7
Grading Schema	50

Module Contacts**Module Leader**

Contact Name	Applies to all offerings	Offerings
Oliver Kayas	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Partner Teaching Institution

Institution Name
Oryx Universal College WLL

Learning Methods

Learning Method Type	Hours
Lecture	12
Practical	2
Tutorial	2
Workshop	2

Module Offering(s)

Offering Code	Location	Start Month	Duration
APR-PAR	PAR	April	12 Weeks
JAN-PAR	PAR	January	12 Weeks
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	<p>To examine the nature of the modern press and media landscape, including social media and how this aligns to policing and law enforcement.</p> <p>To critically evaluate and assess the role that the press and media play in modern policing and law enforcement activity, including the legal and ethical issues arising from the relationship between those forums.</p> <p>The aim is also to raise awareness and develop the knowledge and skills needed to successfully engage with the press and media and to use social media.</p>
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
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MLO1	Critically evaluate the role of the press and media in the contemporary PALE landscape
MLO2	Critically evaluate the threats and opportunities for PALE posed by the emergence of social media. This includes both personally and at an organisational level
MLO3	Understanding the nuances and differences between the press and media at local, regional, national and international level
MLO4	Critically assess the professional, ethical and legal challenges emerging from engagement with the press and media

Module Content

Outline Syllabus

The Contemporary Press and Media Landscape
 Development of a Media Strategy
 The Press and Media Perspective
 Social Media
 Press and Media in the Operational Context
 Press, Media and the Law
 Press and Media Interviews
 Third Party Issues
 Governance and Accountability in dealing with the Press and Media (Leveson)

Module Overview

This module focuses on the various aspects of leaders within policing and law enforcement and how they can effectively engage with the press and the media.

It will consider effective use of social media and also look at the legal and ethical issues affecting this area of work.

Additional Information

Assessments

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