

Liverpool John Moores University

Title: JOURNALISM STUDIES
Status: Definitive
Code: **7000JOURN** (110814)
Version Start Date: 01-08-2013

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

Team	Leader
Robert Hughes	Y

Academic Level: FHEQ7
Credit Value: 20.00
Total Delivered Hours: 24.00
Total Learning Hours: 200
Private Study: 176

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	12.000
Seminar	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 word essay	30.0	
Essay	AS2	1500 word essay	30.0	
Essay	AS3	2000 word essay	40.0	

Aims

To develop students' knowledge and understanding of the theories and differing approaches to media form, structure, ownership, representation and audience.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse how ownership patterns affect news coverage;
- 2 Understand the concept of the public sphere;
- 3 Analyse and evaluate different theoretical approaches to the politics, economics and technology of journalism;
- 4 Evaluate such media concepts as representation, audience and media form as they affect journalism.

Learning Outcomes of Assessments

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

Essay 1	1	2	4
Essay 2	2	3	
Essay 3	3	4	

Outline Syllabus

Media use, economic, technological and political environment; Marxist and pluralist theories of media, ownership, media forms and analysis: feminism, post-modernism, stereotypes, representation, moral panics, sexism, racism, public sphere, audience, market forces, globalisation and technology.

Learning Activities

Lectures, seminars, examination of case studies and contemporary issues and reading.

References

Course Material	Book
Author	Jones, E. & Jones, M.
Publishing Year	1999
Title	Mass Media
Subtitle	
Edition	
Publisher	London, UK: Macmillan
ISBN	

Course Material	Book
Author	McNair, B.
Publishing Year	1998
Title	The Sociology of Journalism
Subtitle	
Edition	

Publisher	London, UK: Arnold
ISBN	

Course Material	Book
Author	Stokes, J. & Reading, B.
Publishing Year	1999
Title	Media in Britain
Subtitle	
Edition	
Publisher	London, UK: Macmillan
ISBN	

Notes

This module is intended to develop the ability of masters level students to understand the concepts used to analyse the media and to use them to evaluate the media in its various forms.

Mass Media simply means technology that is intended to reach out to the target audience. It refers to means of communication to reach the target audience. There is an evolution of the way mass media has been used from Pictorial representation at an early age, Newspaper, and Magazines to videos, and high tech media which involves the Internet and Computers. It is a source of information, entertainment, advertisement, and marketing to everyone across the world. Check Out: Mass Media Courses. What is Mass Media? The mass media play an important part in our lives. Newspapers, radio and especially TV inform us of what is going on in this world and give us wonderful possibilities for education and entertainment. They also influence the way we see the world and shape our views. Mass media are tools for the transfer of information, concepts, and ideas to both general and specific audiences. They are important tools in advancing public health goals. Communicating about health through mass media is complex, however, and challenges professionals in diverse disciplines. In an article in the Journal of Health Communication | Mass media. Quite the same Wikipedia. Just better. The mass media is a diversified collection of media technologies that reach a large audience via mass communication. The technologies through which this communication takes place include a variety of outlets. Broadcast media transmit information electronically, via such media as film, radio, recorded music, or television. Digital media comprises both Internet and mobile mass communication.