






CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

| Part 1: Basic Data | | | | | |
|-----------------------|---|--------------------|---------------------------|-------------|----------|
| Module Title | Journalism and Society | | | | |
| Module Code | UABAJK-15-3 | Level | 1 | Version | 1.1 |
| Owning Faculty | ACE | Field | Broadcast and Journalism | | |
| Contributes towards | BA (Hons) Journalism BA (Hons) Journalism and Public Relations BA (Hons) English and Journalism BA (Hons) Media and Journalism | | | | |
| UWE Credit Rating | 15 | ECTS Credit Rating | 7.5 | Module Type | Standard |
| Pre-requisites | None | | Co- requisites | None | |
| Excluded Combinations | None | | Module Entry requirements | N/A | |
| Valid From | Sept 2013 | | Valid to | Sept 2019 | |

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| CAP Approval Date | 24 JUNE 2013 |
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| Part 2: Learning and Teaching | |
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| Learning Outcomes | <p>On successful completion of this module students will be able to demonstrate:</p> <ol style="list-style-type: none"> 1. An understanding of the historical development of journalism and current debates about its role in modern society (Component A1); 2. A critical awareness of the factors that have changed the news industry at different moments in history (Component A1); 3. A comprehension of how a range of social actors and issues are portrayed within journalistic forms (Component A1); 4. Knowledge of the codes and conventions which underpin these representations and the relationship with news production (Component A1); 5. Understand the basics of UK media law and regulation, and the structure of British central and local government (Component A1) 6. The application of specific research strategies in their essays (Component A1). |

| | 7. Time keeping and professional conduct (Component A2) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|---|-------------------------|-----------------------|-----------------|---|--|-----------------------------------|--|--|--|--|--|-----------------------------------|--|--|--|--|----|--|-----------------------|---|-------------------------|-----------------------|-----------------|--|-----|----|-----|---|-----|---|
| Syllabus Outline | <p>This module is composed of two related units each of which will investigate different aspects of the journalism-society relationship.</p> <p><i>Unit one</i> examines the historical development of the news media (press, radio and television). Special attention is devoted to the manner in which journalism has changed over time and the interactions with society that have driven this process to illustrate the connections between the two. It will detail the rise of 'objective' reporting methods, particularly with regard to their formal legitimisation by news organisations as being consistent not only with professionalism but also with the 'public interest'.</p> <p><i>Unit two</i> undertakes an evaluative appraisal of several aspects of news representation and an understanding of the basics of UK media law and regulation. An emphasis is placed on questions regarding how the cultural dynamics of subjective identities, especially with respect to gender, race, ethnicity and class, as well as the structure of British central and local government. This will enable students to grasp the array of actors and institutions to which news is linked and how these shape the forms, practices and audiences of journalism.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Contact Hours/Scheduled Hours | <ul style="list-style-type: none"> Students can expect a total of 24 hours scheduled contact time for this module within the context of their other learning and teaching activities. This includes tutorials, lectures and seminars. Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Teaching and Learning Methods | <p>Scheduled learning</p> <ul style="list-style-type: none"> Students will be required to attend a lecture and seminar. Additionally, students can arrange a tutorial with the module leader in the office hour if desired. Students will be required to rehearse their critical arguments in the seminars with peer and tutor feedback. <p>Independent learning</p> <ul style="list-style-type: none"> Students will need to spend time reading, viewing and listening to news output. Students will be required to spend time reading set texts Students will be expected to complete the required readings and to come prepared with answers to the set questions in the module handbook. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Key Information Sets Information | <table border="1"> <thead> <tr> <th colspan="6">Key Information Set - Module data</th> </tr> <tr> <td colspan="5">Number of credits for this module</td> <td>15</td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> <th></th> </tr> </thead> <tbody> <tr> <td>150</td> <td>24</td> <td>126</td> <td>0</td> <td>150</td> <td></td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project</p> | | | | | | Key Information Set - Module data | | | | | | Number of credits for this module | | | | | 15 | | Hours to be allocated | Scheduled learning and teaching study hours | Independent study hours | Placement study hours | Allocated Hours | | 150 | 24 | 126 | 0 | 150 |  |
| Key Information Set - Module data | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Number of credits for this module | | | | | 15 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Hours to be allocated | Scheduled learning and teaching study hours | Independent study hours | Placement study hours | Allocated Hours | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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|---------------------------------|--|---------------------------------|--|------|--|--|-------|--|--|--|-----|------------|--|--|--|-----|--|--|--|--|----|--|--|--|--|------|
| | <p>Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table border="1" data-bbox="421 367 1110 591"> <tr> <td colspan="4">Total assessment of the module:</td> <td></td> </tr> <tr> <td>Essay</td> <td></td> <td></td> <td></td> <td>90%</td> </tr> <tr> <td>Attendance</td> <td></td> <td></td> <td></td> <td>10%</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>0%</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>100%</td> </tr> </table> | Total assessment of the module: | | | | | Essay | | | | 90% | Attendance | | | | 10% | | | | | 0% | | | | | 100% |
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| Attendance | | | | 10% | | | | | | | | | | | | | | | | | | | | | | |
| | | | | 0% | | | | | | | | | | | | | | | | | | | | | | |
| | | | | 100% | | | | | | | | | | | | | | | | | | | | | | |
| Reading Strategy | <p><u>Essential reading</u> may be supplied as printed copies or made available electronically via Blackboard. Essential reading may include not just specific articles but set text books.</p> <p>In addition, students will expected to undertake <u>further reading and viewing</u> from a list of texts and resources chosen especially to support the module, listed in the Handbook and revised annually, or from topical items identified during the run of the module. These will help develop students understanding of the key topics and we will recommend they explore a selection in whole or in part. Most resources should be available in the campus library or electronically via the web but exceptionally they may not be and this will be indicated in the Module Handbook.</p> <p>Formal opportunities for students to develop their library <u>access and information skills</u> will be provided within the induction period and via the GDP. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing.</p> | | | | | | | | | | | | | | | | | | | | | | | | | |
| Indicative Reading List | <p>Allan, S. (2010) <i>News Culture</i>. 3rd ed. Buckingham: Open University Press.</p> <p>Allan, S. (ed) (2005) <i>Journalism: Critical Issues</i>. Maidenhead: Open University Press.</p> <p>Bell, A. and Garrett, P. (1998) <i>Approaches to Media Discourse</i>. Blackwell: Oxford.</p> <p>Bromley, M. and O'Malley, T. (1997) <i>A Journalism Reader</i>. London: Routledge.</p> <p>Calcutt, A. (2011) <i>Journalism Studies: a Critical Introduction</i>. London: Routledge.</p> <p>Conboy, M. (2010) <i>Journalism in Britain: a Historical Introduction</i>. London: Sage.</p> <p>Curran, J. and Seaton, J. (2010) <i>Power Without Responsibility: the Press and Broadcasting in Britain</i>. 7th ed. London: Routledge.</p> <p>Hanna, M. and Dodd, M. (2012) <i>McNae's Essential Law for Journalists, twenty-first edition</i>. Oxford: Oxford University Press.</p> <p>Harrison, J. (2006) <i>News</i>. Oxford: Routledge.</p> <p>McNair, B. (2009) <i>News and Journalism in the UK</i>. 5th ed. London: Routledge.</p> <p>McNair, B. (2000) <i>Journalism and Democracy</i>. London: Routledge.</p> <p>Morrison, J. (2013) <i>Essential Public Affairs for Journalists, third edition</i>.Oxford: Oxford University Press.</p> <p>Schudson, M. (2003) <i>The Sociology of News</i>. New York: W.W. Norton.</p> <p>Street, J. 2001) <i>Mass Media, Politics and Democracy</i>. London: Palgrave.</p> <p>Tumber, H. (ed.) (1999) <i>News: a Reader</i>. Oxford: University Press.</p> <p>Zelizer, B. (2004) <i>Taking Journalism Seriously</i>. London: Sage.</p> | | | | | | | | | | | | | | | | | | | | | | | | | |

| Part 3: Assessment | |
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| Assessment Strategy | <p>Assessment is as follows:</p> <p>Component A, 1: Essay 90%</p> <p>Component A, 2: Attendance: 10%</p> <p>Students will be required to produce a research-based essay in which they will illustrate their understanding of the relation between journalism and</p> |

society by drawing on key readings and theoretical debates, drawing on evidence from their own research to further animate the issues at hand.

Time will be given over in seminars for students to develop and discuss their essays and non assessed formative feedback from tutors and peers will be given.

| Assessment Criteria | Relating to Learning Outcomes | Source of Evidence |
|---|-------------------------------|--|
| 1. Ability to write a coherent and analytically rigorous essay | 2, 6 | Final essay |
| 2. Understanding of the context, practices, roles, functions and relations of public relations and journalism | 1.2.3.4.5 | Non-assessed presentation and assessed final essay |
| 3. Engagement with readings and debates on the relation between journalism and PR | 2, 3, 4 ,5, 6 | Non assessed Presentation and assessed final essay |
| 4. Ability to consider and evaluate ethical issues arising from the relations between journalism and PR | 1, 2, 3, 4 ,5, 6 | Final essay |
| 5. Ability to understand and maintain professional conduct | 4, 7 | Final essay and attendance |

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| Identify final assessment component and element | Essay A1 | |
| % weighting between components A and B (Standard modules only) | A: | B: |
| | 100% | |
| | | |
| First Sit | | |
| Component A (controlled conditions) Description of each element | Element weighting (as % of component) | |
| 1. Essay (2,000 words) (90%) under supervision | 90 | |
| 2. Attendance (10%) | 10 | |
| Component B | Element weighting (as % of component) | |
| 1. | | |
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|---|--|--|
| Resit (further attendance at taught classes is not required) | | |
| Component A (controlled conditions) Description of each element | Element weighting (as % of component) | |
| 1. Essay under exam conditions (1500 words) | 100 | |
| 2.(etc) | | |
| Component B | | |
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| | | |
| If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences. | | |