



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Journalism and Society				
Module Code	UACAJK-15-1	Level	1	Version	1.0
Owning Faculty	ACE	Field	CMS		
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 2012		Valid to	Sept 2018	

CAP Approval Date	June 1 st , 2012
--------------------------	-----------------------------

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to demonstrate:</p> <ul style="list-style-type: none"> • An understanding of the historical development of journalism and current debates about its role in modern society (Assessed through Component A1); • A critical awareness of the factors that have changed the news industry at different moments in history (Assessed through Component A1); • A comprehension of how a range of social actors and issues are portrayed within journalistic forms (Assessed through Component A1); • Knowledge of the codes and conventions which underpin these representations and the relationship with news production (Assessed through Component A1); • The application of specific research strategies in their essays (Assessed through Component A1). • Time keeping and professional conduct (Assessed through 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: (This is too much to cover in ten sessions – how can you streamline this description intended for a 30 credit module?)</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. An emphasis is placed on questions regarding how the cultural dynamics of subjective identities, especially with respect to gender, race, ethnicity and class, shape the forms, practices, institutions and audiences of journalism.</p>
Contact Hours/Scheduled Hours	24 contact hours for the module, with 2 hours per week through a 1 hour lecture, 1 hour seminar.
Teaching and Learning Methods	<p>Scheduled learning</p> <ul style="list-style-type: none"> • Students will be required to attend a 1 hour lecture each week and seminar of 1 hour each week. 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.
Reading Strategy	<p>Core (essential) reading is required for this module and will be indicated from the outset in the module handbook via the module information on MyUWE or by the module tutors. Additional core readings that facilitate exercises and stimulate discussion (and are brief) may be clearly identified during the run of the module, e.g., a topical news article. Students will be given clear guidance on how to access these readings. Digital access will be the preferred option. Further reading is advisable for this module and students are encouraged to explore additional texts held in the library. These include a wide variety of print and online resources. The Library Service’s web pages provide access to subject relevant resources and services, and to the library catalogue. A current list of indicative titles of relevance to the module is given in the module handbook and revised annually. Guidance will be provided about how to access further reading and how students can identify relevant sources for themselves. To support students’ development of information literacy skills, academic staff and the subject librarian will regularly review provision and support in line with current reading strategies.</p>
Indicative Reading List	<p>Allan, S. (2010) <i>News Culture</i>. 3rd ed. Buckingham: Open University Press. Allan, S. (ed) (2005) <i>Journalism: Critical Issues</i>. Maidenhead: Open University Press. Bell, A. and Garrett, P. (1998) <i>Approaches to Media Discourse</i>. Blackwell: Oxford. Bromley, M. and O’Malley, T. (1997) <i>A Journalism Reader</i>. London: Routledge. Calcutt, A. (2011) <i>Journalism Studies: a Critical Introduction</i>. London: Routledge. Conboy, M. (2010) <i>Journalism in Britain: a Historical Introduction</i>. London: Sage. Curran, J. and Seaton, J. (2010) <i>Power Without Responsibility: the Press and Broadcasting in Britain</i>. 7th ed. London: Routledge. Harrison, J. (2006) <i>News</i>. Oxford: Routledge.</p>

McNair, B. (2009) *News and Journalism in the UK*. 5th ed. London: Routledge.
 McNair, B. (2000) *Journalism and Democracy*. London: Routledge.
 Schudson, M. (2003) *The Sociology of News*. New York: W.W. Norton.
 Street, J. (2001) *Mass Media, Politics and Democracy*. London: Palgrave.
 Tumber, H. (ed.) (1999) *News: a Reader*. Oxford: University Press.
 Zelizer, B. (2004) *Taking Journalism Seriously*. London: Sage.

Part 3: Assessment

Assessment Strategy	<p>Students will be required to produce a research-based essay in which they will illustrate their understanding of the relation between journalism and society by drawing on key readings and theoretical debates, drawing on evidence from their own research to further animate the issues at hand.</p> <p>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.</p>		
	Assessment Criteria	Relating to Learning Outcomes	Source of Evidence
	1. Ability to write a coherent and analytically rigorous essay	2	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	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	Final essay	

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.		
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		
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.		