



Module Descriptor

Title	Journalism & Society		
Session	2025/26	Status	Active
Code	JOUR09008	SCQF Level	9
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	Dr Margaret Hughes		

Summary of Module

Underpinning the module is the need for students to gain both knowledge and skills that contribute to their employability. In the 21st century it can safely be assumed that every organisation is a media organisation and that we all need to understand and have an appreciation of how this impacts and influences practice in the work place. The news media is ubiquitous in our society, its influence is far reaching and its impact is pervasive.

The module will critically examine the relationship between the news media and how it impacts and influences society. It will identify and analyse a range of social and cultural practices operating within and around the news media, and addresses core concerns surrounding news media and journalism in society, including ownership and control and how the mass media, particularly the news media, can influence the social, cultural, economic and political lives in a society.

The module will also examine news media effects on mass culture and representations of different groups within society both within the context of journalism and sports journalism. Themes covered will include the relationship between sports and the news media; representations of race, gender and nationality, including in sports journalism; and the political and ideological manipulation of sport via media coverage.

The module will seek to promote an understanding of the significance of the news media in contemporary social life, popular culture, and politics.

Students will develop an ability to critically discuss and analyse issues relating to the news media in society, drawing upon both theory and empirical evidence. On completion of this module students will have an awareness of the power, role and impact of the news media in modern society.

The assessment approaches adopted will enable students to undertake critical evaluation of the news media and explore this in essay format. However, there will also be an opportunity for students to produce alternative artefacts in assessment, support and tuition will be given in producing shorts films and/or audio that enables issues to be explored.

Society cannot evade the power of journalism and the news media in how it learns to understand itself; this module will enable our students to embrace the opportunity to do this and then allow it to inform them in other aspects of their practice and study.

Module Delivery Method	On-Campus¹ ☒	Hybrid² ☐	Online³ ☐	Work -Based Learning⁴ ☐
Campuses for Module Delivery	☒ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	
Terms for Module Delivery	Term 1 ☐	Term 2 ☒	Term 3 ☐	
Long-thin Delivery over more than one Term	Term 1 – Term 2 ☐	Term 2 – Term 3 ☐	Term 3 – Term 1 ☐	

Learning Outcomes	
L1	Demonstrate a critical understanding of topical debates, theories and perspectives on the role of the news media in contemporary society.
L2	Communicate complex arguments and ideas relating to theoretical analyses of the relationship between the news media and society.
L3	Demonstrate analytical skills and competencies in the examination of relationships between the news media and society.
L4	Apply appropriate academic techniques and conventions in the development of assessed work, undertaking appropriate independent research.
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 9 Demonstrating a broad and integrated critical understanding of a wide range of classical and contemporary concepts and theories relevant to a social scientific understanding of news media and journalism. Demonstrating the ability to evaluate by means of discussion and debate of key areas related to journalism and society, such as models of media effects and theoretical perspectives on journalism and news media.

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	A critical understanding of a selection of the principal theories, principles concepts and terminology in the study of the news media and society
Practice: Applied Knowledge and Understanding	SCQF 9 Retrieving a variety of primary and secondary sources relating to the social scientific study of the news media. Using and developing a range of the principle skills and practices associated with social scientific analyses, including engaging with and analysing a range of texts and electronic sources in the production of assessments relating to journalism and the news media.
Generic Cognitive skills	SCQF 9 Using a range of primary and secondary sources in order to develop an understanding of the use of theories and models related to the news media. Undertaking critical analysis, evaluation and syntheses of ideas and concepts relating to journalism and society through the assessment mechanism.
Communication, ICT and Numeracy Skills	SCQF 9 Communicating complex arguments and ideas effectively in both oral and written form through informal class discussions, engagement and debates, communication via the VLE and through the production of assessment Use a range of IT applications to support and enhance work Engaging with VLE to access course calendar and module material.
Autonomy, Accountability and Working with Others	SCQF 9 Exercising autonomy and initiative while fulfilling assessment criteria through research and the production of the assessment. Engaging with peers, taking into account own and others' roles and responsibilities in relation to preparation and discussion in seminar classes. Developing and extending time management skills in the preparation for seminars and assessments.

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.

Learning Activities	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	24
Tutorial / Synchronous Support Activity	12
Asynchronous Class Activity	18
Independent Study	146
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Cohen, S. (2002). Folk Devils and Moral Panics. 3rd edn. London: Routledge Deuze, M. & McQuail, D. (2020) McQuail's Mass Communication Theory: An Introduction. 7th ed. London: Routledge Hargreaves, J. & Anderson, E (2010) Routledge Handbook of Sport, Gender & Sexuality, Routledge Rowe, D (2004) Critical Readings: Sport, Culture and the Media, Open University Press. The Athletic (N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. For the purposes of this module, academic engagement equates to the following: Attendance at all classes & seminars; engagement in group & individual in-class activities.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

In line with current legislation (Equality Act, 2010) and the UWS Equality, Diversity, and Human Rights Code, our modules are accessible and inclusive, with reasonable adjustment for different needs where appropriate.

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Arts Media
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☒ Yes ☐ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	Arts & Media
Moderator	Dr Kenneth Pratt
External Examiner	Dr Fiona McKay
Accreditation Details	N/A
Module Appears in CPD catalogue	☐ Yes ☒ No
Changes / Version Number	1/3

Assessment (also refer to Assessment Outcomes Grids below)

Assessment 1

(L/O 1, 3 & 4)

Essay on key concepts in the analysis of journalism and society – 2000 words. (60%)

Assessment 2

L/O 2, 3 & 4 Presentation (in the form of a seminar paper/poster/media artefact) on a current event portrayed in the journalism and the news media and based around one of the key themes explored in the module – 10 mins (40%)

Assessment 3

(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed.
(ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Essay	☒	☐	☒	☒	☐	60%	0

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Presentation	☐	☒	☒	☒	☐	40%	3

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
External examiner updated	Sept 2024	M Hughes