

## University of the West of Scotland

## Module Descriptor

Session: 2024/2025

Title of Module: News & Politics			
Code: JOUR10001	SCQF Level: 10 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & Creative Industries		
Module Co-ordinator:	Dr Margaret Hughes		
Summary of Module			
<p>News &amp; Politics will explore and analyse the role of the news media in politics and at how government, political institutions and political parties attempt to influence news.</p> <p>The module will examine the range of political communication and how the news media provides a forum for the transmission of political news, the role of spin doctors, how political parties communicate with the electorate via the news media and social media and how far they seek to control the dissemination of political messages.</p> <p>It will also look more broadly at the effect the news media has on peoples' attitudes and behaviours, with specific focus on how it affects how people vote. It will also examine the notion of the news media as gatekeepers who set the agenda for public and political debate on a range of issues.</p> <p>Predominant teaching methods will be tutor-led lectures supported by tutorials and seminars as well as use of visual materials, such as film and newspapers. Students will look at a range of case studies related to election campaigns, the influence of the news media and proprietors and editors. Students will examine the content of news media artefacts to explore and discuss the dominant themes in this module.</p> <p>In this module students will have the opportunity to produce a portfolio of journalistic content that explores the themes and issues covered, as well as submit an essay that focuses on theoretical perspectives.</p> <p>Key themes explored in this module are: Political communication</p> <p>Impact of new media on political reporting</p> <p>Packaging politics and spin doctors</p> <p>Media effects and influence</p> <p>How news coverage effects elections and voting behaviour</p>			

Module Delivery Method					
Face-To-Face	Blended	Fully Online	HybridC	Hybrid 0	Work-Based Learning
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
See Guidance Note for details.					

Campus(es) for Module Delivery						
The module will <b>normally</b> be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)						
Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	<input checked="" type="checkbox"/>	Term 2	<input type="checkbox"/>	Term 3	<input type="checkbox"/>

Learning Outcomes: (maximum of 5 statements) These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module. At the end of this module the student will be able to:	
L1	L1. Critically evaluate and discuss the key concepts, theories and principles surrounding the influence of the news media on politics the effect of political institutions and parties on newsgathering and the presentation of news.
L2	L2. Critically evaluate a range of information resources relevant to the study of news and politics.
L3	L3. Produce a portfolio of journalistic content to a high professional standard that explores the interface of news and politics.
L4	Click or tap here to enter text.
L5	Click or tap here to enter text.
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)	<p><b>SCQF Level 10</b></p> <p>Demonstrating a critical understanding of key theories, principles and concepts of media effects.</p> <p>Developing a detailed knowledge and understanding of the ways in which the news media influences politics and vice versa.</p>	
Practice: Applied Knowledge and Understanding	<p><b>SCQF Level 10</b></p> <p>Undertaking content analysis of newspapers and journalistic artefacts.</p>	
Generic Cognitive skills	<p><b>SCQF Level 10</b></p> <p>Critically analysing and evaluating complex information to form own opinions supported by evidence.</p> <p>Critically evaluating information from a range of sources.</p>	
Communication, ICT and Numeracy Skills	<p><b>SCQF Level 10</b></p> <p>Communicating effectively and appropriately in writing.</p> <p>Retrieving information from a range of sources.</p>	
Autonomy, Accountability and Working with others	<p><b>SCQF Level 10</b></p> <p>Working effectively independently in order to meet deadlines.</p> <p>Taking supervision and being able to work independently when undertaking research projects.</p>	
<b>Pre-requisites:</b>	Before undertaking this module the student should have undertaken the following:	
	<b>Module Code:</b>	<b>Module Title:</b>
	<b>Other:</b>	
<b>Co-requisites</b>	<b>Module Code:</b>	<b>Module Title:</b>

\*Indicates that module descriptor is not published.

<b>Learning and Teaching</b>
<b>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.</b>

<p><b>Learning Activities</b></p> <p>During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:</p> <p>Teaching will comprise a series of lectures, seminars and practical workshops. Students will receive lectures analyzing and critiquing the worlds of political reporting and political communication.</p> <p>Students will explore themes and theories around media influence, spin doctors, election coverage and the influence of technology on the production and presentation of political news.</p> <p>There will also be a focus in the module will be on the production workshops with the production of a portfolio of political reporting/communication.</p>	<p><b>Student Learning Hours</b> (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)</p>
Lecture/Core Content Delivery	24
Tutorial/Synchronous Support Activity	12
Asynchronous Class Activity	8
Independent Study	156
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	200 Hours Total
<p><b>**Indicative Resources: (eg. Core text, journals, internet access)</b></p>	

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Davis, A. (2023) Political Communication: An Introduction for Crisis Times, London: Polity, 2<sup>nd</sup> edition

Franklin, B. (2004) Packaging Politics: Political communications in Britain's media democracy, London: Arnold, 2nd edition

Graber, D. (1998) The Politics of News and the News of Politics, Washington DC: CQ Press.

McNair, B. (2011) An Introduction to Political Communication, London: Routledge, 5th edition

Deuce, M. & McQuail, D. (2020) McQuail's Mass Communication Theory, London: Sage Publications

Oates, S (2008) Introduction to Media and Politics, London: Sage Publications

Journals: Media, Culture & Society

Journal of Political Communication

Journalism Studies

(\*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](#).

(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

<b>Divisional Programme Board</b>	Arts & Media
<b>Assessment Results (Pass/Fail)</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>School Assessment Board</b>	Arts & Media
<b>Moderator</b>	Elizabeth McLaughlin
<b>External Examiner</b>	TBC
<b>Accreditation Details</b>	N/A
<b>Changes/Version Number</b>	1/1

<b>Assessment: (also refer to Assessment Outcomes Grids below)</b>
<p><b>Formative Assessment</b> Formative assessment will take place at regular intervals throughout the duration of this module in order to inform your learning and to give you feedback.</p> <p><b>Summative Assessment</b> This module is assessed through coursework. Assessment is based on an essay, worth a total of 60% of the final mark, and a portfolio worth 40% of the final mark.</p> <p>Assessment 1: An essay (2,500 words) that critically analyses and evaluates the range of theories studied (LOs 1, 2, 3 &amp; 4) – 60% of total mark</p> <p>Assessment 2: A portfolio of journalistic content (1,500 words) exploring political communication and the news media (LO5) - 40% of total mark</p> <p>(N.B. (i) <b>Assessment Outcomes Grids</b> 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 <b>indicative schedule</b> listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)</p>

**Assessment Outcome Grids (See Guidance Note)**

<b>Component 1</b>							
<b>Assessment Type (Footnote B.)</b>	<b>Learning Outcome (1)</b>	<b>Learning Outcome (2)</b>	<b>Learning Outcome (3)</b>	<b>Learning Outcome (4)</b>	<b>Learning Outcome (5)</b>	<b>Weighting (%) of Assessment Element</b>	<b>Timetabled Contact Hours</b>
Essay	X	X				60%	0

<b>Component 2</b>							
<b>Assessment Type (Footnote B.)</b>	<b>Learning Outcome (1)</b>	<b>Learning Outcome (2)</b>	<b>Learning Outcome (3)</b>	<b>Learning Outcome (4)</b>	<b>Learning Outcome (5)</b>	<b>Weighting (%) of Assessment Element</b>	<b>Timetabled Contact Hours</b>
Portfolio			X			40%	0

<b>Component 3</b>							
<b>Assessment Type (Footnote B.)</b>	<b>Learning Outcome (1)</b>	<b>Learning Outcome (2)</b>	<b>Learning Outcome (3)</b>	<b>Learning Outcome (4)</b>	<b>Learning Outcome (5)</b>	<b>Weighting (%) of Assessment Element</b>	<b>Timetabled Contact Hours</b>
<b>Combined Total for All Components</b>						<b>100%</b>	<b>XX hours</b>

**Change Control:**

<b>What</b>	<b>When</b>	<b>Who</b>
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections.	12/12/23	D Taylor

