

MODULE SPECIFICATION PROFORMA

Module Title:	Essential Public Affairs	Level:	4	Credit Value:	20
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Module code:	HUM439	Is this a new module?	Yes	Code of module being replaced:	N/A
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Cost Centre(s):	GAJM	JACS3 code:	P500
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With effect from:	September 17
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School:	Creative Arts	Module Leader:	Janet Jones
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Scheduled learning and teaching hours	60 hrs
Guided independent study	140 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BA (Hons) Journalism	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites

Office use only

Initial approval: April 17

Date of revision: *Enter date of approval*

Version: 1

Have any derogations received LTQC approval?

Yes No N/A

Module Aims

This module will enable students to:

- develop knowledge of the basic features, structure and operation of local and central government and associated public bodies
- research and produce stories from local and central government settings
- interpret and tell stories from publicly available data
- use journalistic techniques to hold local and central government to account.
- recognise a journalists' ethical role in society by understanding how their actions and work as individuals can reflect on their own integrity, on their employer's standing and on the reputation of journalists generally
- recognise the ethical impact of publishing news reports/features and packages on people's lives
- demonstrate how to carry out challenging journalism in a legal, ethical and responsible manner while serving the public interest

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Explain how power is exercised by both central and local government including decision making processes and the powers of ministers, MPs, civil servants, officials and councilors.	KS2	KS6
		KS9	
2	Describe which public authorities are responsible for the provision of services and understand the relationship between the different layers of government	KS6	
3	Produce news reports/features/packages based on local and central government issues	KS1	KS4
		KS6	

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4	Use media specific research skills to investigate local and central government issues	KS6	
5	Operate in a professional, legal and ethical manner recognising the need for accuracy, objectivity and balance/fairness in news coverage	KS7	KS8
		KS3	
6	Understand ethical decision making in assessing the impact of their journalism on individuals and society generally	KS7	KS8
Transferable skills and other attributes			
Public affairs knowledge and understanding transferable to media focused and political careers.			

Derogations

None

Assessment:

- The 1hr 45 min NCTJ Public Affairs exam which is set by the NCTJ, marked by university tutors and moderated by the NCTJ under its exam procedures. Questions cover the NCTJ's Public Affairs programme of study.
- Portfolio of public interest news stories, features and/or packages.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1 - 4	Examination	50%	1hr 45 mins	
2	5 – 6	Portfolio	50%		2,000 words

Learning and Teaching Strategies:

- Formal lectures covering key knowledge as outlined in the learning outcomes.
- Guest lectures from political editors and local government correspondents
- Visits from MPs and senior councilors
- Reports from council meetings/public sector bodies
- Tutorials to guide students through their progress in compiling their portfolios

Syllabus outline:

- Local government structures, decision making, accountability and finance
- Central government, the constitution, devolution, monarchy, the executive, Houses of Parliament,
- HM Treasury and basic economics
- The European Union
- Education
- The National Health Service
- Children and adult services
- Planning, development control and housing
- Welfare
- Police and public protection

Bibliography:

Essential reading

Morrison, J. (2013) *Essential Public Affairs for Journalists, 3rd edition*. Oxford: Oxford University Press
Harcup, T. (2011) *Journalism: Principles and Practice, 2nd edition*. London: Sage

Other indicative reading

Sanders K (2003) *Ethics and Journalism*. London: Sage
Harcup T (2007) *The Ethical Journalist*. London: Sage
Randall D (2011) *The Universal Journalist*. London: Pluto Press
Websites:
UK Government education service
www.parliament.uk/education
Press Gazette
www.pressgazette.co.uk
Journalism.co.uk
www.journalism.co.uk
Department for Communities and Local Government
www.gov.uk/government/organisations/department-for-communities-and-local-government
WhatDoTheyKnow
www.whatdotheyknow.com