MODULE DESCRIPTOR

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Essential Public Affairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SI MODULE CODE</td>
<td>55-7554</td>
</tr>
<tr>
<td>CREDITS</td>
<td>15</td>
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<tr>
<td>LEVEL</td>
<td>7</td>
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<tr>
<td>JACS CODE</td>
<td>P500</td>
</tr>
<tr>
<td>SUBJECT GROUP</td>
<td>Communication</td>
</tr>
<tr>
<td>DEPARTMENT</td>
<td>Media Arts and Communication</td>
</tr>
<tr>
<td>MODULE LEADER</td>
<td>Lily Canter</td>
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<table>
<thead>
<tr>
<th>MODULE STUDY HOURS (based on 10 hours per credit)*</th>
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<tbody>
<tr>
<td>Scheduled Learning and Teaching Activities</td>
</tr>
<tr>
<td>36</td>
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MODULE AIM

To develop a knowledge and understanding of the structure and operation of local and central government to encourage students to deepen their knowledge and understanding of the formal and informal processes of politics and where journalists fit into these processes.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to:

- Demonstrate detailed knowledge and critical understanding of the structure and application of public institutions including local, national and European government and explore the implications of selected aspects.
- Confidently apply relevant knowledge of governmental structures to journalistic assignments in a variety of practical and theoretical contexts.
- Make judgements by critically analysing, evaluating and identifying the structure and application of government as it relates to journalism and professional practice.
- Effectively communicate objective information about contemporary public affairs issues in an appropriate and professional journalistic style.

INDICATIVE CONTENT

These are some of the key topics you will study:

- Exercising of power by local, central, European and devolved governments
- Local and central government finance
- Provision of key services including welfare, education, NHS, planning, housing, police and children services
- Holding government to account
- Attendance at meetings held by various government bodies
- Reporting on the work of local and central government

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways:

This module is recommended to those who wish to sit the NCTJ exams. The module will enable you to develop knowledge and understanding of the local, national and European political framework.
within which journalists need to be familiar in order to work effectively. You will be directed towards relevant reading and case studies. Seminars will allow you to discuss aspects of key political issues as they relate to contemporary journalistic practice and will enable you to find and tell stories from local and central government settings and from publicly available data.

Assessment will examine student awareness, understanding and application of knowledge of the political institutions they are likely to encounter in the professional world. Task one involves the creation of an original news feature on a topical issue related to public affairs. This will enable you to apply your understanding and knowledge to a piece of practical journalism. The second task will be an end of module exam, replicating the NCTJ diploma exam which will test your working knowledge of the operation and structure of local and central government and the practical implications for journalists.

The module Blackboard site will be used to supplement learning through hosting learning material, modules guides, assessment information and other relevant materials as well as for making module related announcements.

**ASSESSMENT TASK INFORMATION**

<table>
<thead>
<tr>
<th>Task No.*</th>
<th>Short Description of Task</th>
<th>SI Code</th>
<th>Task Weighting %</th>
<th>Word Count or Exam Duration**</th>
<th>In-module retrieval available</th>
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<tbody>
<tr>
<td>1</td>
<td>Public Affairs news feature</td>
<td>CW</td>
<td>40</td>
<td>1000</td>
<td>N</td>
</tr>
<tr>
<td>2</td>
<td>Examination</td>
<td>EX</td>
<td>60</td>
<td>2 hours</td>
<td>N</td>
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**FEEDBACK**

Students will receive feedback on their performance in the following ways:

Feedback will be given following assignment 1 using a proforma of tick-boxes and written comments. Tutorials will also be provided to discuss this in detail. This will help you to identify the strengths and weaknesses in the work and will be given in time to inform work for assignment 2.

Oral feedback will be given for assignment 2 where requested.

**LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

Learning resources including access to books in the Learning Centres and online resources including government websites.

**Indicative reading list**


WEBSITES

Department for Communities and Local Government www.communities.gov.uk
Department for Education http://www.education.gov.uk/
Home Office https://www.gov.uk/government/organisations/home-office
Local Government Association www.lga.gov.uk
Sheffield City Council www.sheffield.gov.uk

REVISIONS

<table>
<thead>
<tr>
<th>Date</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2014</td>
<td>Confirmed in MA PR/Journalism/International Journalism/Sport Journalism reapproval</td>
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</tbody>
</table>
SECTION 2    MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

NEW MODULE
EXISTING MODULE - NO CHANGE
Title Change
Level Change
Credit Change
Assessment Pattern Change
Change to Delivery Pattern
Date the changes (or new module) will be implemented

MODULE DELIVERY PATTERN - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

<table>
<thead>
<tr>
<th>Course Intake</th>
<th>Module Begins</th>
<th>Module Ends</th>
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</thead>
<tbody>
<tr>
<td>Intake 1</td>
<td>01/2015</td>
<td>05/2015</td>
</tr>
<tr>
<td>Intake 2</td>
<td>DD/MM/YYYY</td>
<td>DD/MM/YYYY</td>
</tr>
<tr>
<td>Intake 3</td>
<td>DD/MM/YYYY</td>
<td>DD/MM/YYYY</td>
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Is timetabled contact time required for this module?  Y

Are any staff teaching on this module non-SHU employees?  N

If yes, please give details of the employer institution(s) below

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked

*Overall PERCENTAGE Mark of 40%  Y

*Overall PASS / FAIL Grade

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?  N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)

Task No. 2

NON-STANDARD ASSESSMENT PATTERNS

MARK ‘X’ IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.

NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance notes.