

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and The Arts
Programme:	Art History & Visual Culture Communications: Advertising & PR Communications: Media Studies Digital Communication & Social Media Fashion Management & Marketing
FHEQ Level:	4
Course Title:	Advertising, PR and the Media
Course Code:	COM 4405
Total Hours:	120
Timetabled Hours:	45
Guided Learning Hours:	0
Independent Learning Hours:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course explores public relations, advertising, and journalism, examining their history and evolution and how they relate to each other, as well as investigating the political, economic, social and cultural contexts in which they practice and reviewing their relationships with the media industries. It relates the practice of PR, advertising and journalism to international events and contemporary issues and developments, including criticisms of the industries' role and a range of ethical debates.

Prerequisites:

None

Aims and Objectives:

- To explore critically the characteristics and evolution of the PR, advertising, and journalism and how they relate to each other.
- To examine and investigate the political, economic, social, and cultural contexts in which PR, advertising and journalism are practiced.
- To evaluate the role that advertising, PR and journalism play within the media industries and their relationships with each other.
- To analyse current international developments and debates about the practice of advertising, PR and journalism.
- To develop academic skills in research, critical analysis, and written and oral presentation skills.

Programme Outcomes:

Art History & Visual Culture: A4(i), A4(ii), A4(iii), B4(ii), C4(i), C4(iii), D4(iii)

Communications: Advertising & PR: A4(i), A4(ii), A4(iii), B4(ii), C4(i), C4(iii), D4(iii)

Communications: Media Studies: A4(i), A4(ii), A4(iii), B4(ii), C4(i), C4(iii), D4(iii)

Digital Communication & Social Media: A4(i), A4(ii), A4(iii), B4(ii), C4(i), C4(ii), D4(i)

Fashion Management & Marketing: A6, A7, B2, B4, C2, D1, D2

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate a critical awareness of the characteristics and evolution of the PR, advertising and journalism.
- Show a comprehensive knowledge of the political, economic and social contexts in which PR, advertising and journalism are practiced.
- Demonstrate a critical understanding of the relationship between the advertising, PR and journalism and their relationship with the media.
- Display a sophisticated awareness of current international developments and debates about the practice of advertising, PR and journalism.
- Demonstrate appropriate academic skills in research, critical analysis and written and oral presentation skills.

Indicative Content:

- What advertising, PR and journalism are and the industries' current characteristics, in the UK and internationally
- The history and evolution of the advertising, PR and journalism
- The political, economic and social contexts in which PR, advertising and journalism are practiced.
- The relationship between advertising, PR and journalism and their role in the media industries
- Ethical, legal and regulatory issues

- Current international developments and debates affecting advertising, PR and journalism

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This course will be based around weekly lectures and seminars following the structure set out in the course syllabus and serving a number of functions. The lectures will be interactive and will provide an introduction to particular topics in the syllabus, examining concepts, theories and case studies, supplemented by audio-visual aids. Seminars depend on active participation in debates and discussion, and all students will be required to participate.

Indicative Texts:

Davies, N., *Flat Earth News*. Routledge, 2009

Hackley, Chris and Rungpaka Amy Hackley, *Advertising and Promotion*, (2021) SAGE Publications Ltd; Fifth edition

Hardy, J-et al., *The Advertising Handbook*. 4th ed. London: Routledge, 2018.

Hobsbawm, J. (ed.), *Where Truth Lies: Trust and Morality in PR and Journalism*. Atlantic, 2006

McNair, B., *News and Journalism in the UK*. Routledge, 2009

Moloney, K., *Rethinking PR: Public Relations, Propaganda and Democracy*. 3rd ed. Routledge 2019

Morris, T. and Goldsworthy, S. *PR Today: The Authoritative Guide to Public Relations* Palgrave, 2016

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	