COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	History
FHEQ **Level:**	6
Course Title:	Pictures of Power: History, Image, and Propaganda
Course Code:	HST 6205
Course Leader:	Martin D. Brown

Student Engagement Hours: **120**
Lectures: 22.5
Seminar / Tutorials: 22.5
Independent / Guided Learning : 75

Semester:	FALL and/or SPRING and/or SUMMER
Credits:	12 UK CATS credits
	6 ECTS credits
	3 US credits

Course Description:
The course aims to introduce students, by way of specific case-studies ranging from the ancient world to the modern day, to innovative methods of studying the past that utilise popular forms of visual culture and propaganda. While recognising the complexity of the propaganda process and the various influences that form and shape images, the course will focus on the historical relationship between propaganda (in architecture, cartoons, film, painting, pamphlets, photography, posters, sculpture, and television) and politics. The focus on the theme of propaganda and its relationship with various forms of media through the ages allows for the opportunity to compare and contrast particular case-studies over time and geographical space and therefore to distinguish elements of continuity and change, which will help students to 'read' historic images critically, both as vehicles for understanding the past and in order to identify the relationship between propaganda and power.

Prerequisites: COM 5200 or HST 5105 or HST 5110 or HST 5210

Aims and Objectives:
- To arrive at a working definition of propaganda.
- To enable students to recognize, analyze, and evaluate differing forms of propaganda

- To emphasise the importance of historical context when examining the theme of propaganda.
- To emphasise continuity and change in various forms of propaganda, namely similarities between differing peoples and periods, as well as how propaganda has changed in line with technological, political and economical developments.
- To enhance historical and transferable skills (written and oral) through group discussion, presentations, exams, and research papers based upon a critical understanding of various documents (primary and secondary) and other media.

Programme Outcomes :
At the end of this course, the students will have achieved the following programme outcomes approved at Academic Council on June 28, 2012.

6A(i); 6A(ii); 6A(iii); 6B(ii); 6B(iii); 6C(i); 6C(iii); 6C(iv); 6D(ii); 6D(iii); 6D(iv)

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental page of the portal.

Learning Outcomes:
At the end of this course, the students will have achieved the following learning outcomes.

- Demonstrate a systematic understanding of the term propaganda and its various definitions.
- Demonstrate a systematic understanding of the evolution of propaganda techniques over time and in differing societies/regimes.
- Demonstrate an insight into competing perspectives and concepts of how propaganda and power interact across multiple eras.
- Demonstrate an ability to analyse a wide range of primary sources for their propaganda content.
- Demonstrates a systematic understanding of different historical traditions, and the significance of key historians in the development of the subject area
- Present research orally in a convincing and accessible manner, demonstrating adaptability to different contexts, audiences, and levels of complexity.
- Takes responsibility for their own learning, and completes assigned work with a degree of clarity, contextualisation, critical thinking, and reflexive normative understanding appropriate for a 6000-level course

Indicative Content:
- Different definitions of propaganda employed by various theorists and historians
- Exploration of different types of propaganda : black, white & grey
- The importance of propaganda in history
- Changing uses of and audiences for propaganda across time and space.
- Changing employment of media technologies in propaganda across time and space
- Focus on visual and material cultures in propaganda

Assessment:
This course conforms to the Richmond University Standard Assessment Norms.

Teaching Methodology:
The course will be taught through a combination of lectures and seminar classes. Lectures are primarily designed to give an overview of the issues and problems on a particular topic, and thereby provide guidance for seminar discussion. Seminars will be used for debates and group/sub-group discussion, and are intended to provide an interactive and participatory learning environment. Students are expected to do the set readings for each week, and to be prepared to contribute to class discussion and discussion sub-groups. The general approach to classes is informal, and discussion is viewed as an essential part of learning.

Bibliography:

- G. S. Jowett and Victoria O'Donnell, *Propaganda and Persuasion,* (4th ed.) Sage, London, 2006
- P. M. Taylor, *Munitions of the Mind: A History of propaganda form the ancient world to the present day*, (3rd ed.), MUP, Manchester, 2003
- N. Cull, David Culbert & David Welch, *Propaganda and Mass Persuasion: A Historical Encyclopaedia, 1500–present*, ABC-Clio, Santa Barbra California, 2003

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry