

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	Communications
FHEQ Level:	4
Course Title:	Advertising, PR and the Media
Course Code:	COM 4405
Course Leader:	Timothy Evan
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
Semester:	Fall/Spring/Summer
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 the 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:

4Ai, ii, iii; 4Bii; 4Ci, iii; 4Diii

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<http://www.richmond.ac.uk/admitted-students/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.

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 audiovisual aids. Seminars depend on active participation in debates and discussion, and all students will be required to participate.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

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

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

Jackall, R, Hirota, J., *Image Makers: Advertising, Public Relations, and the Ethos of Advertising*. University of Chicago Press, 2000

Kitchen, P., *Public Relations: Public Relations Principles and Practice*. Thomson Learning, 1997

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

Moloney, K., *Rethinking PR: Public Relations, Propaganda and Democracy*. Routledge 2005

Morris, T. and Goldsworthy, S. , *PR – A Persuasive Industry? Spin, Public Relations, and the Shaping of the Modern Media*. Palgrave, 2008

Powell, H et al., *The Advertising Handbook*. Routledge, 2009

Journals

Web Sites

