

COURSE SPECIFICATION DOCUMENT

Academic School / Department: Communications and The Arts

Programme: MA in Advertising and Public Relations; MA in Public Relations and Journalism

FHEQ Level: 7

Course Title: Advertising, Public Relations and Journalism in Context

Course Code: APR 7105

Student Engagement Hours: 200

Lectures: 11

Tutorials: 11

Seminars: 23

Independent / Guided Learning: 155

Credits: 20 UK CATS credits
10 ECTS credits
4 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:

MA Advertising and Public Relations and MA Public Relations and Journalism students

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:

At the end of this course successful students will be able to: A, B, E, G:

- A. Demonstrate a deep and systematic understanding of key issues, themes and debates in Advertising, PR and Journalism, while reflecting on their relationship to empirical evidence and to other relevant disciplines.
- B. Show critical and innovative responses to theories, methodologies and practices in Advertising, PR and Journalism and their impact on how the knowledge base is interpreted.
- E. Engage with and evaluate complex, incomplete or contradictory evidence while critically reflecting on the different theoretical and methodological tools used
- G. Show the ability to gather, organise and deploy complex and abstract ideas and diverse information in complex and specialised contexts, while reflecting upon and improving the skills required for effective written and oral communication

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located 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 are 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 audiovisual aids. Guest speakers will offer alternative perspectives. Follow-up seminars will require individual students to take turns to present their own papers exploring aspects of the topics in the syllabus, with other students actively participating, with discussion facilitated by the course instructor. By examining and discussing issues and problems in a seminar setting and reviewing fresh case studies, students as junior research colleagues will be able to learn from each other and resolve questions that arise in the course of lectures and readings. Seminars depend on active participation in debates and discussion and all students will be required to participate. Tutorial support will be available for individual assignments.

Indicative Text(s):

Davies, N, *Flat Earth News* (Routledge, 2009)
 Powell, H et al, *The Advertising Handbook* (Routledge, 2009) Ogilvy, D *Ogilvy on Advertising* (Numerous editions)
 McNair, B. *News and Journalism in the UK* (Routledge, 2009)
 Moloney, K. *Rethinking PR: Public Relations, Propaganda and Democracy* (Routledge 2005) Fletcher, W, *Advertising: A Very Short Introduction* (Very Short Introductions, 2010) 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)
 Hegarty, J, *Hegarty on Advertising* (Thames & Hudson, 2011)
 Hobsbawm, J (ed), *Where Truth Lies: Trust and Morality in PR and Journalism* (Atlantic, 2006)
 Morris, T, Goldsworthy, S, *PR – A Persuasive Industry? Spin, Public Relations, and the Shaping of the Modern Media* (Palgrave, 2008)

Journals

Web Sites

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
This retitled course is based upon the old Advertising and PR in Context course. It incorporates the old course content but also relates more directly to journalism.		
Revision 1 – annual update	May 2023	