

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Social Sciences
Programme:	Art History and Visual Culture Communications: Advertising & PR Communications: Media Studies Film Studies International History
FHEQ Level:	6
Course Title:	Propaganda: History and Image
Course Code:	HST 6105
Student Engagement Hours:	160
Lectures:	22.5
Seminar / Tutorials:	22.5
Supervision:	40
Independent / Guided Learning:	75
Credits:	16 UK CATS credits 8 ECTS credits 4 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:

One of the following:

HST 5210 Of Myths and Monsters - A History of History

SCL 5200 Social Research

PLT 5201 Research Methods: Social Sciences

AVC 5215 Art History Theory & Methods

COM 5200 Mass Communication & Society

HST 4405 History of Fashion

HST 4105 Versailles to Vietnam

HST 4101 The Atlantic Slave Trade

Aims and Objectives:

- To enable students to recognize, analyze, and evaluate differing forms of propaganda in historical context
- To emphasise continuity and change in the various forms of propaganda with reference to technological, political, and economic developments.
- To provide a background for eventual careers in fields which require articulate, clear-thinking individuals with a grasp of international history
- To foster the acquisition, development, and consolidation of a variety of historical and transferable skills through the study of themes in international history
- To promote critical engagement with a wide range of primary and secondary historical sources, and the development of both a succinct writing style and the ability to present complex arguments orally

Programme Outcomes:

International History: A6(i); A6(iii); B6(i); B6(iv); C6(i); C6(iii); C6(iv); D6(ii); D6(iii); D6(iv)

Art History and Visual Culture: A6(i), A6(ii), B6(i), C6(i-iii), D6(i), D6(ii)

Film Studies: A6(iii), B6(iii), C6(i-iii), D6(i-ii)

Communications: Advertising and PR: A6(iii), B6(i), C6(i-iii), D6(i-ii)

Communications: Media Studies: A6(i), B6(iii), C6(i-iii), D6(i-ii)

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:

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 University Standard Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

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.

Indicative Texts:

G. S. Jowett and Victoria O'Donnell, *Propaganda and Persuasion*, (7th ed.) Sage, London, 2018

P. M. Taylor, *Munitions of the Mind: A History of propaganda from the ancient world to the present day*, (3rd ed.), MUP, Manchester, 2003

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

See syllabus for complete reading list.

Change Log for this CSD:

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