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: Communications

FHEQ Level: 4

Course Title: Advertising, PR and the Media

Course Code: COM 4405

Course Leader: Simon Goldsworthy

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 are found in the Programme Specification.

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


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)*:

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

*Journals*

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

Change Log for this CSD:

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