

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	CASS
Programme:	Advertising and PR
FHEQ Level:	5
Course Title:	Celebrities and the Media
Course Code:	COM 5235
Course Leader:	TBC
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	20
Seminar / Tutorials:	20
Independent / Guided Learning:	80
Semester:	Fall, Spring, Summer
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course explores the vital connections between celebrities and the media and the media industries, including PR, advertising and journalism, and how these relationships work in practice. It will examine the evolving role of celebrities in the media, from their beginnings in print media, through radio and television broadcasts to the role that digital media play today. Examining a range of examples, it will look at how PR, advertising, sponsorship and other forms of marketing communication make use of and are used by celebrities.

Prerequisites:

COM 4400 Intro to PR Practice

Aims and Objectives:

The aims of this course are to:

- Provide an understanding of the relationship between the celebrities and media and how it has evolved
- Consider the role celebrities in entertainment and the nature of “infotainment”
- Explore the role which different media-related disciplines, including PR, advertising and journalism, play in contemporary celebrity culture

- Examine how those working in the media industries, including PR and advertising, can work with celebrities to achieve their objectives
- Consider current issues and debates about celebrities, entertainment and the media, including legal and ethical concerns, and discuss likely future developments.

Programme Outcomes:

A4ii, iii; B4ii, iii; C4i, iii; D4i, ii, iii *TBC*

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Registry and found 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 understanding of the relationship between celebrities and media and how it has evolved
- Show a critical knowledge of the relationship between different media-related disciplines – including PR, advertising and journalism - and celebrity culture and how these disciplines are used in practice
- Display a critical understanding of the importance of celebrities to the business models of the media industries - and vice versa.
- Demonstrate a sophisticated understanding of current issues and debates about celebrities and the media, including legal and ethical concerns, as well as likely future developments.

Indicative Content:

- Defining and categorising celebrities
- The history and evolution of celebrity culture
- The role of celebrities in the media – from celebrities in traditional media to celebrities in an era of digital media
- The business relationship between the media and celebrities
- The role celebrities play in marketing communications
- Celebrity PR
- Advertising, sponsorship and celebrities
- The media and different kinds of celebrity; international comparisons
- Legal and ethical concerns
- Current issues and future trends

Assessment:

This course conforms to the Richmond University Standard Special Programme Assessment Norms for International Journalism and the Media approved at Academic Board and located at: <https://www.richmond.ac.uk/policies/>

Teaching Methodology:

There would be a range of interactive lectures augmented with videos. Guest speakers from a variety of relevant backgrounds would cover a range of topics, and where possible there would be visits to relevant venues in London. Students will also present case studies and these will form a basis for class discussion. They will also present ideas for a media-related campaign in class.

Indicative Text(s):

Cashmore, E, *Celebrity Culture*, Routledge, 2014
Inglis, F, *A Short History of Celebrity*, Princeton, 2010
Pringle, H, *Celebrity Sells*, John Wiley, 2004
Rojek, C, *Presumed Intimacy: Parasocial Interaction in Media, Society and Celebrity Culture*, Polity, 2015

Journals

Broadcast
Campaign
PR Week

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
