

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications & The Arts
Programme:	MA in Public Relations and Journalism
FHEQ Level:	7
Course Title:	PR, Journalism and the Media
Course Code:	PRJ 7102
Student Engagement Hours:	200
Lectures:	12
Tutorials:	12
Workshops & Practical Sessions:	36
Independent / Guided Learning:	140
Semester:	Spring
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course develops PR and journalism skills acquired in the first semester, giving the students the opportunity to work on PR and journalism projects and to explore the relationship between the two disciplines through role play, simulations (where for example students may at different times perform PR and journalistic roles in relation to other students) and other practical exercises while reflecting upon the relevant legal and ethical issues. Students' work will be related to an understanding of developments in these industries and the business imperatives which drive the media.

Prerequisites:

MA Public Relations and Journalism students only

Aims and Objectives:

- To explore different fields of journalism and enable students to undertake sustained independent work and produce individual projects across a range of media
- To explore different areas of PR and enable students to undertake sustained independent work and produce individual projects
- To develop advanced technical and writing skills
- To explore the practical implications of the relationship between PR and journalism
- To develop an understanding of the roles PR and journalism play in the media industries

- To develop further a practical understanding of the legal and ethical context in which these disciplines are practised.

Programme Outcomes:

By the end of this course successful students will be able to: B, C, D, E

- B. Show critical and innovative responses to theories, methodologies and practices in journalism and/or PR and their impact on the how the knowledge base is interpreted.
- C. Demonstrate a deep, systematic and innovative ability to adapt and apply the practice of journalism and/or PR to multiple contexts
- D. Design and undertake substantial investigations addressing significant areas of practice in journalism and/or PR, using selected and appropriate advanced approaches.
- E. Engage with and evaluate complex, incomplete or contradictory evidence while critically reflecting on the different theoretical and methodological tools used.

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 the course, students will be able to:

- Research and produce sustained journalism projects over a variety of media
- Research and produce sustained PR projects
- Demonstrate advanced technical and writing skills
- Demonstrate a practical understanding of the working relationship between PR and journalism and its implications

Indicative Content:

- Researching and developing a PR project
- Researching and writing a journalism project
- Reflection on debates about the evolving relationship between PR and journalism
- An understanding of the workings of media businesses, including the role of advertising
- Exploring current developments in the fields of journalism and PR
- Reflection upon relevant legal and ethical issues

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies>.

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audiovisual aids,

designed further to develop students' knowledge of the key concepts of professional practice. Guest speakers and activities with external organisations will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual exercises, simulations and written work will be discussed in feedback sessions which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Indicative Text(s):

- Frost, C, *Journalism Ethics and Regulation* (London, Longman, 2011)
- Harcup, T, *Journalism: Principles and Practice* (London, Sage 2009)
- Morris, T & Goldsworthy, S, *PR – A Persuasive Industry?* (London, Palgrave, 2008)
- *PR Today: The Authoritative Guide to Public Relations* (London, Palgrave, 2012)
- Hanna, M & Dodd, M, *McNae's Essential Law for Journalists* (Oxford, OUP, 2012)
- Keeble, R, *The Newspapers Handbook* (London, Routledge 2006)

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