

## Liverpool John Moores University

Title: Advertising and Social Communication  
Status: Definitive but changes made  
Code: **5000MASSCO** (119057)  
Version Start Date: 01-08-2012

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Arts, Professional and Social Studies

Team	Leader
Iqbal Akthar	Y

**Academic Level:** FHEQ5  
**Credit Value:** 24.00  
**Total Delivered Hours:** 72.00  
**Total Learning Hours:** 240  
**Private Study:** 168

### Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	24.000
Seminar	24.000
Workshop	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	exam		50.0	
Presentation	pres		50.0	

### Aims

*The module aims to introduce students to the structure and practices of advertising across media forms. To enable to evaluate the place and impact of public communication in popular culture.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise the ways of analysing advertising both as text and as a cultural practice more broadly
- 2 Develop, pitch and reflect upon a Public Information Campaign of their choosing

### Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

exam	1
presentation	2

### Outline Syllabus

*Consideration of advertising industry texts, practices and determinants across different media. Introduction to the notion and nature of Public Information Campaigns. Introduction to the design and pitching of a Public Information Campaign.*

### Learning Activities

Lectures, tutorials and workshop exercises.

### References

<b>Course Material</b>	Book
<b>Author</b>	David R. Roskos-Ewoldsen & Jennifer L. Monahan
<b>Publishing Year</b>	2012
<b>Title</b>	Communication and Social Cognition
<b>Subtitle</b>	Theories and Methods
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	0415541085

<b>Course Material</b>	Book
<b>Author</b>	Farish Ullah Yousafza
<b>Publishing Year</b>	2010
<b>Title</b>	Social Communication Campaigns
<b>Subtitle</b>	A Study of the Mass Media Effects Process
<b>Edition</b>	
<b>Publisher</b>	LAP LAMBERT Academic Publishing
<b>ISBN</b>	3838395875

<b>Course Material</b>	Book
<b>Author</b>	Paul Simpson and Andrea Mayr
<b>Publishing Year</b>	2009
<b>Title</b>	Language and Power
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Julie Sedivy and Greg Carlson
<b>Publishing Year</b>	2011
<b>Title</b>	Sold on Language
<b>Subtitle</b>	How Advertisers Talk to You and What This Says About You
<b>Edition</b>	
<b>Publisher</b>	Blackwell
<b>ISBN</b>	

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## Notes

This module will look at the framework of advertising and how culturally it shapes the advertising industry and a study of public information campaign. Students will go on to develop a small-scale Public Information campaign in groups. They will then pitch this campaign to tutors and individually reflect upon its planning and execution.