

## Liverpool John Moores University

Title: Public Communication  
Status: Definitive  
Code: **5025MEDCUL** (117649)  
Version Start Date: 01-08-2019

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Steven Spittle	Y
Joanne Knowles	
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**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 75

**Total Learning Hours:** 240      **Private Study:** 165

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	21
Seminar	26
Tutorial	8
Workshop	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group presentation	40	
Reflection	AS2		20	
Portfolio	AS3	Students will be given specific handing in dates for each component of the portfolio AS3 so that they may receive formative feedback prior to the completion of the portfolio for submission.	40	

## **Aims**

- 1. To introduce students to ways of analysing public communication as both a textual form and a cultural practice.*
- 2. To support students in the development of work related graduate skills.*
- 3. To provide students with the opportunity to undertake and reflect upon professional practice in media, cultural and communication industries.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Develop a public information campaign in response to a client defined problem.
- 2 Reflect critically upon the principles and practises of public communication.
- 3 Select and employ appropriate writing strategies in order to meet a given public relations brief.

## **Learning Outcomes of Assessments**

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

Assignment 1	1
Assignment 2	2
Assignment 3	3

## **Outline Syllabus**

*Introduction to the notion and nature of public information campaigns.*  
*Introduction to the design and pitching of a public information campaigns.*  
*Client brief for public information campaign.*  
*Analysis of existing forms of public communication.*  
*The development of contemporary public relations.*  
*Legal and ethical frameworks for public relations.*  
*Writing for public relations purposes.*

## **Learning Activities**

Lectures, seminars, opportunities for formative skills development and task based workshops.

## **Notes**

The module enables students to evaluate the place and impact of public communications in contemporary culture. Students will develop and pitch client

defined public information campaigns in self-selected campaign teams. The module enables students to study the development of public relations and its contemporary practice. Students will be asked to produce a portfolio of writing appropriate for public relations.