

## Liverpool John Moores University

Title: Public Communication  
Status: Definitive  
Code: **5100MEDCUL** (122113)  
Version Start Date: 01-08-2021

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

Team	Leader
Rachel Broady	Y

**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 36  
**Total Learning Hours:** 200      **Private Study:** 164

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	12
Seminar	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	10-12 minute group pitch accompanied by campaign materials	60	
Reflection	AS2	1500 words of reflection on student contribution to campaign and evaluation of piece of communication produced for group	40	

### Aims

1. To introduce students to ways of analysing public communication as both a textual form and cultural practice.

2. To support students in the development of work related transferable 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 practices of public communication.
- 3 Demonstrate work-related transferable skills around initiative, problem solving, verbal and written communication and team-working.

## Learning Outcomes of Assessments

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

10-12 min group pitch	1	3
1500 words reflection	2	3

## Outline Syllabus

*Introduction to the notion of persuasive communication; Persuasive Communication as Manipulation; Persuasive Communication and Lifestyle; Persuasive Communication and Gender-isms; Introduction to the notion and nature of public information campaigns; Introduction to the design and pitching of a public information campaign; Analysis of existing forms of public communication; Understanding the client-agency relationship.*

## Learning Activities

Lectures, Seminars, Workshops.

## Notes

This module equips students with the knowledge and skills to research, design and pitch a public information campaign for a 'live' client. The campaign itself is produced for the purposes of assessment but the task asks them to display the sort of transferable skills associated with professional practice in persuasive communication. The workshop sessions will be used to provide support for campaign groups as they move through the research, design and pitch phases of their campaigns. Guest speakers will be used to further develop the work-related focus of the module.