

Public Communication

Module Information

2022.01, Approved

Summary Information

Module Code	5500WESTMC
Formal Module Title	Public Communication
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Westford University College

Learning Methods

Learning Method Type	Hours
Lecture	12
Seminar	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

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.
------	--

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop a public information campaign in response to a client defined problem.
MLO2	2	Reflect critically upon the principles and practices of public communication.
MLO3	3	Demonstrate work-related transferable skills around initiative, problem solving, verbal and written communication and team-working.

Module Content

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.
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	10-12 min group pitch	60	0	MLO1, MLO3
Reflection	1500 words reflection	40	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Steven Spittle	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------