

Liverpool John Moores University

Title: COMMUNICATION IN GOVERNMENT
Status: Definitive
Code: **7006NSGMPA** (116835)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: National School of Government

Team	Leader
Michael Swain	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 12.00
Total Learning Hours: 150
Private Study: 138

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Online	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	Essay	Written assignment - policy document, 3,500 - 4,500 words.	100.0	

Aims

To equip students with understanding, judgement and expertise in communications as a civil servant or public services manager.

Learning Outcomes

After completing the module the student should be able to:

- LO 1 Critically evaluate communications in government (e.g. briefings of politicians, speeches, meetings, written reports, consultation of the public, public relations and

- media relations etc.).
- LO 2 Demonstrate insights in how to communicate clearly and how to communicate in order to have impact (e.g. in communications with the public).

Learning Outcomes of Assessments

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

Essay	LO	LO
	1	2

Outline Syllabus

The strengths and weaknesses of different media of communication.

The information needs of different stakeholders in the public and in the public services and how they are identified.

Translating complex policy issues and ideas into focused key messages effective for specific audiences.

The preparation of evidence based briefs and submissions for elected politicians and others on the implementation of policy, on further policy options and other key issues.

Internal communications.

Communicating effectively in meetings.

Making effective presentations.

The needs and expectations of the media (television, newspapers, etc) and how to communicate positively.

Interviews with journalists and using the interviews to communicate key messages.

Communicating in special situations (scandals, where government credibility is at stake).

Learning Activities

The learning activities of this module comprise independent learning activities and projects supported by on-line resources.

References

Course Material	Book
Author	Argenti, P A
Publishing Year	2009
Title	Digital Strategies for Powerful Corporate Communications
Subtitle	
Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Sanders, K
Publishing Year	2009
Title	Communicating Politics in the Twenty-first Century
Subtitle	
Edition	
Publisher	Palgrave: Basingstoke
ISBN	

Course Material	Book
Author	Morris, T and Goldsworthy, S
Publishing Year	2008
Title	Spin, Public Relations and the Shaping of Modern Media
Subtitle	
Edition	
Publisher	Palgrave
ISBN	

Course Material	Book
Author	Quirke, B
Publishing Year	2008
Title	Making the Connections
Subtitle	Using Internal Communication to Turn Strategy into Action
Edition	2nd edition
Publisher	Aldershot: Gower
ISBN	

Course Material	Journal / Article
Author	Welch, M and Jackson, P
Publishing Year	2007
Title	Rethinking Internal Communication
Subtitle	A Stakeholder Approach
Edition	
Publisher	Corporate Communications: an international journal, 12 (2), 177-198.
ISBN	

Notes

Coursework: Tutor marked written assignment – Individuals will be supplied with an official policy document and asked to prepare a 2,000 word policy brief for a new Minister and a press release. They will then be asked to compare and contrast the policy brief to bring out the principles followed to achieve clarity and impact. Total length: 3,500 to 4,500 words.