

## **COURSE SPECIFICATION DOCUMENT**

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC

**Academic School / Department:** Communications, Arts and Social Sciences  
**Programme:** MA in Advertising and Public Relations  
**Level:** 7  
**Course Title:** Celebrities, Marketing and the Media  
**Course Code:** APR 7120  
**Course Leader:**

**Student Engagement Hours:** 200  
Lectures: 12  
Seminars: 24  
Tutorials: 12  
Independent/Guided Learning: 152

**Semester:** SPRING  
**Credits:** 20 UK CATS credits  
10 ECTS credits  
4 US credits

### **Course description**

This module offers a critical exploration of the evolving role celebrities play in the media, public relations, advertising, other forms of marketing activity and in relation to wider contemporary culture. It examines different perspectives on and debates about the

development of celebrity culture and its impact on society, in the UK and internationally, and relates them to contemporary issues.

**Pre-requisites:** MA Advertising and Public Relations students only

### **Aims and objectives**

- To provide a critical understanding of the role celebrities play in the media, public relations, advertising and wider contemporary culture.
- To examine different perspectives on the role of celebrities in the media and elsewhere and assess how that role is evolving.
- To develop skills in oral presentation, independent research, written and/or other forms of expression and critical study.

### **Programme Outcomes**

By the end of this course successful students will be able to A, B, D, E, G:

- A. Demonstrate a deep and systematic understanding of key issues, themes and debates in Advertising and PR, while reflecting on their relationship to empirical evidence and to other relevant disciplines.
- B. Show critical and innovative responses to theories, methodologies and practices in Advertising and PR and their impact on how the knowledge base is interpreted.
- D. Design and undertake substantial investigations addressing significant areas of practice in Advertising and PR, using selected and appropriate advanced approaches.
- E. Engage with and evaluates complex, incomplete or contradictory evidence while critically reflecting on the different theoretical and methodological tools used
- G. Show the ability to gather, organise and deploy complex and abstract ideas and diverse information in complex and specialised contexts, while reflecting upon and improving the skills required for effective written and oral communication

### **Learning Outcomes**

By the end of the module successful students will be able to:

- Display a critical awareness of the role celebrities play in the media, public relations, advertising and wider contemporary culture;
- Examine critically different perspectives on the role of celebrities in the media and elsewhere;
- Analyse the continuing evolution of the role of celebrities;
- Examine critically the ethical and legal ramifications of celebrity culture;
- Research and deliver a cogent, persuasive, well-argued and stimulating oral presentation on celebrity culture and the media; and

- Research and produce an original, critical case study on celebrity culture and the media.

**Indicative Content:**

- Definitions of celebrity
- The history and evolution of celebrity culture
- The relationship between celebrities and print and broadcast media
- Celebrities and new media
- The use of celebrities in marketing, advertising, public relations and branding
- The role of celebrities in political life and activism
- Different perspectives on the role of celebrities in contemporary culture and their impact on society
- International comparisons
- Different kinds of celebrity
- Ethical and legal ramifications of celebrity culture including issues relating to privacy, defamation, exploitation and the rights of families and friends
- Current issues and the future of celebrity culture

**Assessment:**

The course is assessed according to the assessment norms of the university at level 7:

<b>FHEQ level</b>	<b>Richmond/UK Level</b>	<b>Normal Number of Items (including final exam)</b>	<b>Total Assessment</b>
LEVEL 7	R7000/UK MA	2-3	5,000 – 7,000 words

**Teaching Methodology:**

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to key concepts. Guest speakers and activities with external organisations will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts through a range of seminars and group tutorials. Their group and individual presentations and written work will be discussed in feedback sessions. The teaching will be supplemented with individual tutorials designed to address students’ personal needs.

**Bibliography**

Cashmore, E, *Celebrity Culture* (Routledge, 2006)

Inglis, F, *A Short History of Celebrity* (Princeton University Press, 2010)

Pringle, H, *Celebrity Sells* (John Wiley, 2004)

Rojek, C, *Fame Attack: The Inflation of Celebrity and Its Consequences* (Bloomsbury, 2012)