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

<table>
<thead>
<tr>
<th>Team</th>
<th>Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Michael Swain</td>
<td>Y</td>
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</table>

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

<table>
<thead>
<tr>
<th>Component</th>
<th>Contact Hours</th>
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<tbody>
<tr>
<td>Online</td>
<td>12.000</td>
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Grading Basis: 40%

Assessment Details

<table>
<thead>
<tr>
<th>Category</th>
<th>Short Description</th>
<th>Description</th>
<th>Weighting (%)</th>
<th>Exam Duration</th>
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</thead>
<tbody>
<tr>
<td>Essay</td>
<td>Essay</td>
<td>Written assignment - policy document, 3,500 - 4,500 words.</td>
<td>100.0</td>
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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:

<table>
<thead>
<tr>
<th>Essay</th>
<th>LO 1</th>
<th>LO 2</th>
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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

<table>
<thead>
<tr>
<th>Course Material</th>
<th>Author</th>
<th>Publishing Year</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book</td>
<td>Argenti, P A</td>
<td>2009</td>
<td>Digital Strategies for Powerful Corporate Communications</td>
</tr>
</tbody>
</table>
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.
What corporate communications challenges were you faced with? How did you deal with them? What worked? For communications professionals, digital tools can help to reach people more quickly and effectively and build more collaborative cultures. Automation and artificial intelligence are helping all industries to become more productive, increasing efficiencies and profitability. New data-gathering and analytics functions are a powerful way for communicators to monitor, manage and make adjustments to their communications campaigns. Before the rise of analytics, communications professionals often had to fly blind, or rely on less reliable feedback mechanisms to determine how effective their communications efforts were. Here are 10 corporate communication strategy ideas created just for corporate communication pros. 10 Social Media Strategies for Corporate Communication Today. 1. Social Listening. Social listening involves analyzing social conversations in your community and about your products and brand, your market, and even your competitors’ social-media sphere. Founder of the digital marketing consultancy PDCA Social, Neal currently serves as a Fractional CMO to several companies. He also teaches at Rutgers Business School and the Irish Management Institute. Fluent in Japanese and Mandarin Chinese, Neal is a popular keynote speaker and has spoken on four continents in more than a dozen countries. Argenti Paul A. (EN). The explosion of blogs, social networking sites, wikis, video sharing sites, and other powerful digital communications platforms may be the biggest game-changer to impact business since mechanized manufacturing. In today's Web 2.0 world, company stakeholders--including employees, customers, and investors--are empowered in ways unimaginable just a few years ago, and traditional corporate hierarchies are yesterday's news. Rather than attempt to turn back the clock and reassert strict, top-down control over stakeholder relationships, the smartest companies worldwide are resp