Module Definition Form (MDF)

Module code: MOD009105	**Version:** 1 **Date Amended:** 15/Dec/2022

1. Module Title
Hitler to the Hashtag: Political Communication in Peace and War

2a. Module Leader
Richard Carr

2b. School
School of Humanities and Social Sciences

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) History; BA (Hons) Politics		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this module you will consider the tools politicians have used to communicate with the general public and, in turn, how celebrities and other voices have sought to use mass media to influence the political process. In doing so, you will study the Third Reich itself and how other powers such as the United States sought to build the public relations case for action against Hitler. In doing so, you will consider the power of radio, cinema and celebrity in turn. In this module you will analyse the evolution of such communications from the 1930s through to the twenty-first century, taking in radio, television, and cinema before turning to the world of social media. You will have the opportunity not only to reflect on the past, but to discuss how contemporary politicians and political campaigners are utilising communication – and how they break from or mirror previous patterns.

6b. Outline Content

Content may include:

1930s/40s material

Charles Lindbergh and the America First movement

Charles Coughlin and radio

Charlie Chaplin and The Great Dictator

The lecture tour as a political tool

Propaganda in the Third Reich itself

More modern politics

JFK and the Vietnam War

Ordinary television consumption and what it tells us about political values

Barack Obama and 2008 as the first social media election

Theories of social media and political communication

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Evidence an understanding of differing media by which politicians have appealed to voters.
2	Knowledge and Understanding	Evidence an understanding as to how tactics and rhetorical styles have varied over a century long period.
3	Intellectual, practical, affective and transferrable skills	Identify the challenges of individual media to reach the general public.
4	Intellectual, practical, affective and transferrable skills	Demonstrate how historical analysis can inform our understanding of contemporary political communication.

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	12	1-4	1 hour weekly lecture
Other teacher managed learning	12	1-4	1 hour weekly seminar
Student managed learning	126	1-4	Student managed learning, seminar preparation and assignment writing and research.
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	100 (%)	Fine Grade	30 (%)

3000 word portfolio - a single submission point broken down into a 2000 word conventional essay on a discrete historical question, and a 1000 word report analysing the success (or otherwise) in which a contemporary political thinker, politician or activist communicates with modern audiences – building on the aforementioned history.

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]