



## Module Descriptor

Title	<b>Orwellian Doublethink for Contemporary Public Administration</b>				Code (if known) AF2017			
SHE Level	Masters	Semester	1		Credit Rating			
SCQF Level	11	Mode of Study	FT / PT		20 credits			
Module Co-ordinator	Dr Ian Elliott							
Module Team	A range of expert guest speakers will support delivery of this module.							
<b>Aims</b>								
The module aims to enable students to distort the meaning of words and use policy-based evidence making to create alternative facts and populist fictions.								
<b>Learning Outcomes</b> On successful completion of the module students will be able to:				Assessed in this module	A	B	C	D
L1	Understand the primary motivations, fears and desires of the electorate.			Yes	X	X		X
L2	Analyse complex situations using appropriate methods.			Yes	X	X	X	
L3	Dismiss the results of any such analysis as fake news.			Yes		X	X	X
L4	Create simple slogans and fictitious stories to provide populist alternative facts.			Yes	X		X	X

- A – Knowledge and Understanding  
 B – Intellectual Skills  
 C – Practical Skills  
 D – Transferable Skills

### Learning Experiences

The module will engage the student in the following types of learning experiences.

Contact time – 40 hours:

- Interactive lectures
- Seminars
- Field trips and visits
- Guest speakers

Independent study: 160 hours

<b>Assessment Pattern</b>	
Individual press briefing (1,000 words) 20% Verbal presentation (20 minutes) 30% Multiple-Choice Exam (2 hours) 50%	
<b>Can this Module be Anonymously marked?</b>	<b>Yes/No</b>
Yes	<b>If No please provide an explanation.</b>
<b>Content</b>	
The module builds on theoretical models and practical examples to enable students to apply a range of discourse skills to create seemingly plausible yet fundamentally inaccurate statements. Key topics for consideration will include:	
<ul style="list-style-type: none"> <li>• Brexit - How the UK will be able to retain all the benefits of EU membership and the benefits of being outside the EU without suffering any downsides.</li> <li>• Fake News - How to dismiss facts and evidence with two simple words.</li> <li>• Scottish Independence - How it's a great idea (for Scottish students only) OR How it's a terrible idea (all other students).</li> <li>• International Relations - How to build walls not bridges – and then do neither.</li> </ul>	
The content will be updated regularly to keep pace with changing political priorities and Daily Mail editorials	
<b>Main Texts</b>	
<u>Core texts:</u> HARDING, J. 2009. Alpha Dogs: How Political Spin Became a Global Business. HUFF, D. 1991. How to Lie with Statistics. London, Penguin. TRUMP, D. 2008. How to Get Rich. Ballantine Books TRUMP, D. 2016. The Art of the Deal. Arrow.	
<u>See also:</u> Breitbart News Fox News The Beano	
Signed <b>Ian Elliott</b>	Date <b>April Fools Day 2017</b>
<b>Registry use only</b>	Date received