



**UNSW**  
SYDNEY

Australia's  
Global  
University



## **MDIA5028**

Critical Perspectives in Communication

Term One // 2019

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Paul Ryder	p.ryder@unsw.edu.au	By appointment Wednesday 1300-1400	311S	Please email

#### Tutors

Name	Email	Availability	Location	Phone
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### School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

## **Course Details**

### **Credit Points 6**

### **Summary of the Course**

This course offers a review of historically significant movements in critical theory and aims to establish an advanced conceptual understanding of a set of corresponding perspectives in communication. Through a consideration of classical through postmodern models of communication, you will learn the value of theory as both a mode of inquiry and as a crucial platform for strategic communication design. Accordingly, you will learn to apply major theoretical frameworks to particular public media campaigns.

### **Course Learning Outcomes**

1. Discern, evaluate, and apply a number of communication models or theories that inform public media campaigns.
2. Articulate an advanced appreciation of critical perspectives in communication through which public media campaigns might be critiqued.
3. Create a campaign and discuss how a range of critical perspectives in communication inform specific elements of campaign design and campaign dynamics.

### **Teaching Strategies**

The lectures provide an opportunity to offer well-developed and nuanced insights apropos key cultural movements and associated theoretical frameworks, whilst the tutorials facilitate in-depth discussion and student engagement around these.

The course will be taught via lectures and tutorials.

## Assessment

Please see Moodle

### Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Snap Presentation	30%	Not Applicable	1
Theoretical essay	40%	22/03/2019 11:00 PM	1,2
Group Campaign	30%	28/04/2019 11:00 PM	1,2,3

### Assessment Details

#### Assessment 1: Snap Presentation

**Start date:** 04 March 2019

**Length:** 200-300 words

**Details:** Each student will provide/screen a short (100-word) passage from a campaign speech and must explain to the class how it reflects specific modes of classical oratory. Each student will have two/three minutes to make his/her points. No two students from any class may use material from the same address. Students are required to upload both the approved excerpt and their 200-word analysis to Moodle; feedback will be provided via Moodle.

**Submission notes:**In-class presentation Weeks 3 and 4

**Turnitin setting:** This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

#### Assessment 2: Theoretical essay

**Start date:**

**Length:** 2000 words

**Details:** 2000 words. Students will receive feedback via Turnitin.

**Additional details:**

Theoretical essay (structuralist analysis of *given* campaign collateral), due late Week 5. [Results out late Week 6/Early Week 7]

**Turnitin setting:** This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

#### Assessment 3: Group Campaign

**Start date:**

**Length:** 4000 words

**Details:** Group Campaign (campaign collateral design and reflection), 4000 words. Students will receive feedback via Turnitin.

**Additional details:**

Group coordinators only will submit via a special Moodle link.

**Turnitin setting:** This is not a Turnitin assignment

## Attendance Requirements

While lecture attendance is not mandated, it is highly recommended. Students must attend 80 percent of relevant tutorials. See Moodle for details.

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 18 February - 24 February	Lecture	<b>Course Overview/ A course about patterns</b>  <b>What is a critical approach?</b>  <b>Classical Theory 1:</b>  The structure of argumentation: Quintilian  TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TMETABLE  Please refer to online content per Moodle, which must be accessed and viewed prior to your tutorial!
Week 2: 25 February - 3 March	Lecture	<b>Classical Theory 2:</b>  Patterns in Rhetoric  TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TMETABLE  Please refer to online content per Moodle, which must be accessed and viewed prior to your tutorial!
Week 3: 4 March - 10 March	Lecture	<b>New Criticism &amp; Russian Formalism:</b>  I.A. Richards: Metaphor/Retrievals  Shklovsky: Defamiliarisation  Tomashevsky: free and bound motifs  Jakobson: Axes of selection and combination  TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TMETABLE

		Please refer to online content per Moodle, which must be accessed and viewed prior to your tutorial!
Week 4: 11 March - 17 March	Lecture	<p><b>Structuralism 1</b></p> <p><i>Linguistic structuralism</i></p> <p><i>Binaries: Saussure</i></p> <p><i>Semiotic Triad: Peirce</i></p> <p><i>Semiosis: Umberto Eco</i></p> <p>TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TMETABLE</p> <p>Please refer to online content per Moodle, which must be accessed and viewed prior to your tutorial!</p>
Week 5: 18 March - 24 March	Lecture	<p><b>Structuralism 2</b></p> <p><i>Anthropological structuralism/ Mythologies:</i></p> <p>Vico; Piaget; Fraser; Levi-Strauss; Barthes; Lacan; Foucault (archaeology/binary power relations)</p> <p>TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TMETABLE</p>
Week 6: 25 March - 31 March	Reading	THIS IS MDIA 5028's READING WEEK. THERE IS NO LECTURE. THERE ARE NO TUTORIALS
Week 7: 1 April - 7 April	Lecture	<p><b>Structuralism 3</b></p> <p><i>Literary/Textual structuralism</i></p> <p>Barthes – 5 codes</p> <p>Riffaterre – <i>Semiotics of Poetry</i></p> <p>TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TMETABLE.</p> <p>This is the final tutorial before we enter workshop/project mode.</p>
Week 8: 8 April - 14 April	Lecture	<p><b>Structuralism 4</b></p> <p>Visual texts</p> <p>NO TUTORIAL</p> <p>PROJECT CONSULTS PER TIMETABLE TO BE</p>

		DEVELOPED
Week 9: 15 April - 21 April	Lecture	<p><b>Post-structuralism and course overview</b></p> <p>Derrida</p> <p>De Man</p> <p>Lacan (again)</p> <p>Kristeva</p> <p>Deleuze</p> <p>Note about Foucault's emergence as a post-structuralist/genealogical method</p> <p>NO TUTORIAL</p> <p>PROJECT CONSULTS PER TIMETABLE TO BE DEVELOPED</p>
Week 10: 22 April - 28 April	Intensive	<p>This week is interrupted by Easter (Monday and Tuesday, which do not impact MDIA 5024) and ANZAC Day (Thursday, which does).</p> <p>The lecture will therefore be replaced by a project consult hour, according to a timetable to be developed.</p> <p>NO TUTORIAL</p> <p>PROJECT CONSULTS PER TIMETABLE TO BE DEVELOPED</p>



## Resources

### Prescribed Resources

This year, there is a **mandated** text: Hawkes, Terence (2003) *Structuralism and Semiotics*. 2nd edn. The book is held in stock by the University Bookshop.

On our **highly recommended** list, we have placed the following:

Eagleton, Terry (2008) *Literary Theory: An Introduction* (3rd edition)

and

Chandler, Daniel (2018) *Semiotics: The Basics* (3rd edition)

The bookshop will also hold copies of these.

### Recommended Resources

Please see Moodle

### Course Evaluation and Development

This course is highly regarded, and we received no criticism of any significance! MyExperience feedback was excellent; about as high as it can be. Thank you to last semester's cohort!

As students found the topic particularly interesting, we have, however, further focussed on structuralism; this (largely) at the expense of New Criticism.

We will undertake an informal survey during the term and, once again, the course will be open to formal review via MyExperience.

## **Submission of Assessment Tasks**

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### **Turnitin Submission**

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au) . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

**Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

**Inappropriate paraphrasing:** Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

**Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

**Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

**Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

## **Academic Information**

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

## **Image Credit**

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## **CRICOS**

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