



# MDIA3000

## Discourse and Promotion

Term Two // 2021

## Course Overview

### Staff Contact Details

#### Convenors

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**

Subject Area: *Media*

Professional communicators are shaping our discourses all the time. This course helps you understand how these professionals work to change the ways we talk about the world around us. It introduces you to the communication and media tools most often used when changing existing discourses and building new ones. Drawing on the work of key discourse scholars, it also offers critical lenses for analysing discourses, especially ones that are part of promotional efforts in public relations and advertising.

### **Course Learning Outcomes**

1. Appraise concepts relating to discourse and promotion.
2. Critically evaluate discourse production activities using relevant discourse-related theories.
3. Apply discourse-related theories to improve discourse production and transformation activities.

### **Teaching Strategies**

So as to ensure active participation, this course is designed to facilitate both problem-based and practice-based learning. It is taught in dual mode: face-to-face and online.

## Assessment

### Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Reflections	50%	21/07/2021 12:00 AM	1, 3
Report	20%	07/07/2021 12:00 AM	1, 2
Presentation	30%	Week 10 (August 2 - 6)	2, 3

### Assessment Details

#### Assessment 1: Reflections

##### Details:

Reflections on course content: 1,800 words total. Feedback provided via LMS.

##### Additional details:

Full details are available on the assessment task one page on the Moodle course site.

#### Assessment 2: Report

##### Details:

Individual task, 1200 words: evaluation of a promotional communication

Feedback provided via LMS

##### Additional details:

Full details are available on the assessment task two page on the Moodle course site.

### **Assessment 3: Presentation**

**Start date:** Starting with the first tutorial in week 10

**Details:**

Group (of three) evaluates a promotional communication.

Students will be individually assessed on their contributions to the group output, and so an individual mark is awarded for this assessment.

Approximately 8 - 9 minutes

Feedback provided via LMS

This is the final assessment task

**Additional details:**

Full details are available on the assessment task three page on the Moodle course site.

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 31 May - 4 June	Topic	<p><b>PART I: FUNDAMENTALS</b></p> <p><i>Week one topic: Introduction to discourse and promotion</i></p> <p>In week one, we will set the scene by looking at some of the key elements of the course, including promotional cultures, industries, and intermediaries, as well as discourse and discourse analysis. We will also consider, of course, the link between promotion and discourse.</p>
Week 2: 7 June - 11 June	Topic	<p><i>Week two topic: Critical discourse analysis and promotion</i></p> <p>In week two, we will take a detailed look at critical discourse analysis in relation to promotion.</p>
Week 3: 15 June - 18 June	Topic	<p><i>Week three topic: Multimodal critical discourse analysis and promotion</i></p> <p>Week three builds on week two by focusing on multimodal critical discourse analysis in terms of promotion.</p>
Week 4: 21 June - 25 June	Topic	<p><b>PART II: ISSUES</b></p> <p><i>Week four topic: Civility in discourse and promotion</i></p> <p>In week four, we will tackle the issue of incivility in discourse and promotion by looking at the key aspects of civility and politeness.</p>

Week 5: 28 June - 2 July	Topic	<p><i>Week five topic: Ethics in discourse and promotion</i></p> <p>In week five, we will confront the issue of unethical discourse and promotion by exploring different approaches to ethics, including discourse ethics.</p>
Week 6: 5 July - 9 July		<p>Week six is the university-wide 'Flex Week'.</p>
Week 7: 12 July - 16 July	Topic	<p><i>Week seven topic: Reason in discourse and promotion</i></p> <p>In week seven, we will tackle the lack of reason we have increasingly been seeing in discourse and promotion by examining the key aspects of reason and argumentation.</p>
Week 8: 19 July - 23 July	Topic	<p><i>Week eight topic: Cultural competence in discourse and promotion</i></p> <p>In week eight, we will be dealing with culturally insensitive discourse and promotion by building cultural competence and covering some of the major aspects of intercultural communication.</p>
Week 9: 26 July - 30 July	Topic	<p><i>Week nine topic: Leadership in discourse and promotion</i></p> <p>In week nine, we will be engaging with the constant calls we hear for more, and better, leadership by looking at leadership discourse and key ideas in leadership.</p>
Week 10: 2 August - 6 August	Topic	<p><i>Week ten topic: Conclusion</i></p> <p>In week ten, we will wrap up the course and consider the futures of promotion and discourse. In particular, we will look at the enduring and changing aspects of discourse in terms of promotion, especially in the context of major technological developments.</p>

## **Resources**

### **Prescribed Resources**

The prescribed resources are provided on the Moodle course site. (To access the site, head to: <https://moodle.telt.unsw.edu.au/>)

### **Recommended Resources**

For details about the recommended resources, please see the course Moodle site.

### **Course Evaluation and Development**

Feedback will be collected before, during and after the trimester. We pay careful attention - and act on! - both formal feedback (for instance, in surveys) and informal feedback (in emails, for example).



## **Submission of Assessment Tasks**

### **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

CRICOS Provider Code: 00098G

## Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.