



MDIA3000

Discourse and Promotion

Semester One // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Dr Roumen Dimitrov	r.dimitrov@unsw.edu.au	Wednesday 13:00 - 15:00, 26 Feb - 1 Jun	Webster 122	02 9385 8535

Tutors

Name	Email	Availability	Location	Phone
Dr Geoffrey Sykes	g.sykes@unsw.edu.au	Contact via email, 26 Feb - 1 Jun	Webster	null
Peter James Roberts	p.j.roberts@unsw.edu.au	Contact via email, 26 Feb - 1 Jun	Webster	null

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.

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes

and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; 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/>

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

As a public relations practitioner you will act on behalf of governments, organizations and social movements to promote particular discourses and interests. Within this course you will examine the roles that public relations professionals play in societal discourse transformation through the use of local and international case studies. Drawing upon the work of key discourse scholars, you will focus on the identity, relational and ideational dimensions of discourse production and transformation.

At the conclusion of this course the student will be able to

1. Understand the roles that public relations and communication professionals play in the production and transformation of discourse during societal change
2. Apply discourse theory and analytical approaches to public relations.
3. Analyse case studies and prepare a case study of a public relations and public communication campaign
4. Identify the contextual constraints, the discursive repertoires and practices and the ethical implications of public relations attempts to influence discursive production and transformation and discuss the implications for identities, relationships and ideas that circulate within society
5. Demonstrate competence in the roles of facilitator and presenter by conducting and reporting small group case study exercises and activities in small groups

Teaching Strategies

Rationale:

The course will offer students an advanced theoretical perspective on the practice of public relations and more generally, professional communication. It will draw upon the work of Michel Foucault and Norman Fairclough to offer a critical lens for analysing promotional communication efforts. It will offer students insights into how communication professionals systematically redesign discourse to influence organizational and societal change.

The course is a part of a suite of electives that are being offered in the Bachelor of Media and Communication and Journalism to ensure that students understand how communication professionals interact with journalists and the media. It will complement the course titles 'Analysing communication' by applying discourse analysis approaches to public relations contexts.

Teaching Strategies:

This course uses face-to-face teaching with a one and a half hour lecture and a one and half hour tutorial to allow for collaborative work. In addition, some tutorials are for half of the time split into two smaller groups to facilitate experiential learning activities. A key learning approach will be the use of case studies as a contextual research approach for understanding public relations concepts and processes.

Assessment

We encourage your voluntary contributions to the learning process in this course. Helping the teacher and other students may also earn you additional credits. For example, you may make suggestions in the "Contributions" forum. Or you may volunteer to report or facilitate for a second time in weeks 10 and 11. Or you may replace a facilitator or reporter if they miss, for some reason, their performance. Please ask the convener and your tutor for more detail about various kinds of volunteering that may also lift your overall mark.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Text analysis	30%	13/04/2018 11:00 PM	1,2,3,4,5
Facilitation and reporting	20%	Weekly activities finish in W11	1,3,4,5
Presentation and advertorial	50%	01/06/2018 11:00 PM	1,2,3,4,5

Assessment Details

Assessment 1: Text analysis

Start date:

Length: 2000 words

Details: 2000 words. Students will receive written feedback and a numerical mark.

Additional details:

Please submit a PDF file with an electronic cover sheet.

Submission notes: Turnitin, include cover sheet

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Facilitation and reporting

Start date: Weekly activities start in W4 to W10

Length: 30 minutes facilitation, 5 minutes report

Details: Tutorials are split into two groups each with a Facilitator and Reporter who will run a discussion about a pre-chosen text. The facilitation will last 30 mins and once complete the reporter will present for 5 mins on group discussion. The Facilitator and reporter are marked individually. Students will receive oral feedback immediately after the small group performances in-class and a numerical mark 3- 4 weeks post presentation.

Submission notes: Verbal in class, report on Moodle

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Presentation and advertorial

Start date: Per schedule in Weeks 12 & 13

Length: Pecha Kucha 10 slides x 20 sec = 3 min 20 sec; advertorial 500 words, written analysis 2000 words

Details: This assessment is comprised of two components. (i) Pecha Kucha analysis of chosen text (20%) and (ii) 500 word advertorial and 2000 word analysis of advertorial (30%) This is the final assessment task. Students will receive written feedback and a mark.

Additional details:

Pecha Kucha is oral presentation with oral feedback. Advertorial and paper are Written assignment via Turnitin.

Submission notes: Advertorial and written paper via Turnitin, Pecha Kucha in class

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

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. 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.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen (14) days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component, a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one (21) days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration website:

<https://student.unsw.edu.au/special-consideration>

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 information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

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>)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 26 February - 4 March	Lecture	Introduction: Discourse & Promotion
Week 2: 5 March - 11 March	Lecture	Approaches to Discourse
	Tutorial	Scheduling of assignment one. Discourse analysis activity with the tutor.
Week 3: 12 March - 18 March	Lecture	Systemic Functional Linguistics
	Tutorial	Demonstration of a text analysis with the tutor. Finishing the weekly schedule of facilitating and reporting activities.
Week 4: 19 March - 25 March	Lecture	Social Semiotics
	Tutorial	Facilitating and reporting in small groups (1).
Week 5: 26 March - 1 April	Lecture	Critical Discourse Analysis
	Tutorial	Facilitating and reporting in small groups (2).
Break: 2 April - 8 April		
Week 6: 9 April - 15 April	Lecture	Pragmatics, Speech Act Theory & Conversational Analysis
	Tutorial	Facilitating and reporting in small groups (3). Assignment One via Turnitin due on Friday, 13 April, 23pm.
Week 7: 16 April - 22 April	Lecture	Discourse, Strategy & Silence
	Tutorial	Facilitating and reporting in small groups (4).
Week 8: 23 April - 29 April	Lecture	PR and Advertising as Promotional Cultures
	Tutorial	Facilitating and reporting in small groups (5). Wednesday, 25 April is public holiday.
Week 9: 30 April - 6 May	Lecture	Producers, Distributors, Consumers & Texts
	Tutorial	Facilitating and reporting in small groups (6).
Week 10: 7 May - 13 May	Lecture	Promotional Commodities, Markets & Politics
	Tutorial	Facilitating and reporting in small groups (7).
Week 11: 14 May - 20 May	Lecture	New Content Providers, Trends & Issues
	Tutorial	Last week facilitating and reporting in small groups (8).

		Discussion of assignment Three.
Week 12: 21 May - 27 May	Lecture	Wrapping Up: Writing & Analysing Promotional Texts
	Tutorial	Assignment 3, Pecha Kucha presentations (1) in class.
Week 13: 28 May - 3 June	Tutorial	Assignment Three, Pecha Kucha presentations (2) in class.
		Written assignment via Turnitin due on Friday, 1 June, 23pm.

Resources

Prescribed Resources

All readings are on Moodle. There is no textbook in this course. Critical sources are the Glossary and readings both in Readings and Leganto.

See the weekly guidelines on Moodle for readings and activities for each week.

Consult the glossary of Moodle for categories and tools.

Recommended Resources

Davis, A. (2013). *Promotional cultures: The rise and spread of advertising, public relations, marketing and branding*. Cambridge: Polity Press.

Fairclough, N. (1992). *Discourse and social change*, Cambridge: Polity Press.

Fairclough, N. (2001). *Language and power* (2 ed.). London: Pearson Education.

Gee, J P 2011, *How to do discourse analysis: A toolkit*. New York: Routledge.

Halliday, M., Matthiessen, C. M., & Matthiessen, C. (2014). *An introduction to functional grammar*. New York: Routledge.

Hardy, C, Palmer, I & Phillips, N. (2000). Discourse as a strategic resource. *Human Relations*, 53(9), 1227-1248.

Johnstone, B. (2018). *Discourse analysis*. London: John Wiley & Sons.

Shiffrin, D. (1994). *Approaches to discourses*. Oxford UK & Cambridge, USA: Blackwell.

Wernick, A. (1991). *Promotional culture: Advertising, ideology and symbolic expression*. London: Sage.

See other seminal texts in Glossary, including its "References" section.

Course Evaluation and Development

Apart from MyExperience at the end of Session 1, student evaluation is also part of the learning and teaching activity of students throughout the semester. What would change if you were teaching this course? Students are encouraged to participate in the "How to improve this course?" forum on Moodle. Their contribution to how it is delivered will also earn them credits for their final mark.

Image Credit

See the glossary and readings in Leganto.

CRICOS

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