



**UNSW**  
SYDNEY

Australia's  
Global  
University



## **MDIA2007**

Political Communication

Term One // 2019

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Michael Richardson	michael.richardson@unsw.edu.au	By appointment	Webster 231C	9385 8531

### 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*

This course explores the central role of communication in contemporary politics from both an academic and practitioner perspective. As you develop a critical understanding of language, image and emotion in political communication, you also will learn how to strategically frame issues through values, how to use polling and other research, and how to write speeches, messages and advertisements to change minds and win votes. Grounded in an ethical and a critical understanding of the role of public relations and advertising in the political process, you will also be introduced to the roles performed by media and communications professionals in politics, government and advocacy. Via active learning in practice-based tutorials and detailed case studies, you will gain a critical understanding of the role of communications in contemporary politics and build a foundation of skills in researching, planning and executing political communications.

### **Course Learning Outcomes**

1. Apply theoretical concepts of political communication to real-world situations and case studies.
2. Design communication strategies for political contexts, including electoral campaigns and public affairs.
3. Employ practical political communication skills, including writing for various campaign contexts.
4. Communicate clearly and persuasively in both verbal and written contexts.

### **Teaching Strategies**

The course offers students the opportunity to extend their PR and advertising skills and knowledge to the theory and practice of political communications. Lectures provide insights into key theories and case studies, building on and extending ideas encountered in the set readings. Tutorials employ active learning strategies, structured around group-based practical tasks relevant to working in the profession of political communications. Students receive ongoing support and feedback on in-class work, while assessments reflect the integrated academic and practitioner perspectives around which the course is based.

## Assessment

There are three assessment components: in order to pass the course you must seriously attempt and submit or fulfil all of its assessment components. Take the time to carefully read the Assessment Criteria, as these are what you will be graded on. Assessment combines academic and practical tasks to develop your skills in writing, research and analysis applicable, particularly for further study of or work in the field political communication.

**Detailed instructions for the assessments are available on Moodle, along with links for the submission of each task.**

**Substantial time in class will be devoted to workshopping and developing your assessments.**

### Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Campaign HQ	40%	Not Applicable	1,2,3,4
Campaign Strategy Proposal	10%	24/03/2019 11:59 PM	2,4
Campaign Strategy	50%	18/04/2019 11:59 PM	2,3,4

### Assessment Details

#### Assessment 1: Campaign HQ

**Start date:** Not Applicable

**Details:** In groups of 4-5, students complete and submit 5 practical, in-class activities over 5 weeks that simulate a political campaign environment, equivalent to approx. 1,500 words, with verbal and rubric feedback.

#### Additional details:

See Moodle for further details, including specific weeks in which Campaign HQ tasks are conducted.

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

#### Assessment 2: Campaign Strategy Proposal

**Start date:** Not Applicable

**Length:** 400 words

**Details:** 400-word final project proposal with written feedback via Turnitin.

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

### **Assessment 3: Campaign Strategy**

**Start date:** Not Applicable

**Length:** 3,000 words

**Details:** 3000-word practical writing task with feedback provided via Turnitin.

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

## Attendance Requirements

Attendance of Lectures and Tutorials is mandatory in this course. Unexcused absence from more than 20% will result in the award of a fail grade.

In tutorials you will actively engage with core course content that will enable you to demonstrate attainment of (or help you to attain) Course Learning Outcomes 1, 2, 3 and 4.

In lectures you will actively engage with core course content that will enable you to demonstrate attainment of (or help you to attain) Course Learning Outcomes 1 and 2.

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 18 February - 24 February	Topic	Communication and the Political Process  <b>Tutorials begin in Week 1.</b>  <b>***Please see Moodle for detailed Course Schedule***</b>
Week 2: 25 February - 3 March	Topic	Media, Leaders and Publics
Week 3: 4 March - 10 March	Topic	Campaigns (I) – Strategy
Week 4: 11 March - 17 March	Topic	Campaigns (II) – Framing and Messaging
Week 5: 18 March - 24 March	Topic	Campaigns (III) – Speeches
	Assessment	Assessment 2: Campaign Strategy Proposal is due Sunday 24 March.
Week 6: 25 March - 31 March	Topic	Campaigns (IV) – Advertising
Week 7: 1 April - 7 April	Topic	Campaigns (V) – Social Media and Grassroots Organising
Week 8: 8 April - 14 April	Topic	Beyond Electoral Politics
Week 9: 15 April - 21 April	Assessment	Assessment 3: Campaign Strategy is due Thursday 18 April.
	Topic	NO CLASSES DUE TO GOOD FRIDAY
Week 10: 22 April - 28 April	Topic	Politics, Crisis and the Future of Political Communication

## **Resources**

### **Prescribed Resources**

Please see Moodle for all required readings and resources.

### **Recommended Resources**

Please see Moodle for all recommended readings and resources.

### **Course Evaluation and Development**

Your feedback is essential to improving this course. In addition to the end-of-semester MyExperience surveys, you will have the opportunity to provide feedback mid-way through semester and through informal discussion in the final tutorial. You are also welcome to visit or email me at time with suggestions or concerns.

Feedback is always considered in light of the Course Learning Outcomes and overall course experience. For example, based on feedback in previous years, the Campaign Strategy task was moved from the end of semester to immediately follow the Campaign HQ tasks.

## **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

Gough Whitlam sits with singer Little Pattie, one of the celebrities who sang his election campaign jingle, It's Time, in a now famous TV ad. IMAGE CREDIT: Graeme Fletcher/Keystone/Getty Images

## CRICOS

CRICOS Provider Code: 00098G