MDIA5028

Critical Perspectives in Communication

Term One // 2019
Course Overview

Staff Contact Details

Convenors

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Availability</th>
<th>Location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paul Ryder</td>
<td><a href="mailto:p.ryder@unsw.edu.au">p.ryder@unsw.edu.au</a></td>
<td>By appointment</td>
<td>311S</td>
<td>Please email</td>
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<tr>
<td></td>
<td></td>
<td>Wednesday 1300-1400</td>
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Tutors

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<tr>
<th>Name</th>
<th>Email</th>
<th>Availability</th>
<th>Location</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Adam Stapleton</td>
<td><a href="mailto:a.stapleton@unsw.edu.au">a.stapleton@unsw.edu.au</a></td>
<td>By appointment</td>
<td>Webster 231X / 311S</td>
<td>Please email</td>
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</table>

School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: https://sam.arts.unsw.edu.au

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

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Type</th>
<th>Content</th>
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<tbody>
<tr>
<td>Week 1: 18 February - 24 February</td>
<td>Lecture</td>
<td><strong>Course Overview/ A course about patterns</strong></td>
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<tr>
<td></td>
<td></td>
<td><strong>What is a critical approach?</strong></td>
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<td></td>
<td><strong>Classical Theory 1:</strong></td>
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<td></td>
<td>The structure of argumentation: Quintilian</td>
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<td>TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TMETABLE</td>
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<td>Please refer to online content per Moodle, which must be accessed and</td>
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<td>viewed prior to your tutorial!</td>
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<td>Week 2: 25 February - 3 March</td>
<td>Lecture</td>
<td><strong>Classical Theory 2:</strong></td>
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<td>Patterns in Rhetoric</td>
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<td>TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TMETABLE</td>
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<td>Please refer to online content per Moodle, which must be accessed and</td>
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<td>viewed prior to your tutorial!</td>
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<tr>
<td>Week 3: 4 March - 10 March</td>
<td>Lecture</td>
<td><strong>New Criticism &amp; Russian Formalism:</strong></td>
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<td>I.A. Richards: Metaphor/Retrievals</td>
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<td></td>
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<td>Shklovsky: Defamiliarisation</td>
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<td>Tomashevsky: free and bound motifs</td>
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<td></td>
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<td>Jakobson: Axes of selection and combination</td>
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<td>TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TMETABLE</td>
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| Week 4: 11 March - 17 March | Lecture | **Structuralism 1**  
Linguistic structuralism  
Binaries: Saussure  
Semiotic Triad: Peirce  
Semiosis: Umberto Eco  
TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TIMETABLE  
Please refer to online content per Moodle, which must be accessed and viewed prior to your tutorial! |
| Week 5: 18 March - 24 March | Lecture | **Structuralism 2**  
Anthropological structuralism/ Mythologies:  
Vico; Piaget; Fraser; Levi-Strauss; Barthes; Lacan; Foucault (archaeology/binary power relations)  
TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TIMETABLE |
| 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 | **Structuralism 3**  
Literary/Textual structuralism  
Barthes – 5 codes  
Riffaterre – *Semiotics of Poetry*  
TUTORIAL TO RUN THIS WEEK AS PER INDIVIDUAL TIMETABLE.  
This is the final tutorial before we enter workshop/project mode. |
| Week 8: 8 April - 14 April | Lecture | **Structuralism 4**  
Visual texts  
NO TUTORIAL  
PROJECT CONSULTS PER TIMETABLE TO BE
| Week 9: 15 April - 21 April | Lecture | Post-structuralism and course overview  
| | | Derrida  
| | | De Man  
| | | Lacan (again)  
| | | Kristeva  
| | | Deleuze  
| | | Note about Foucault's emergence as a post-structuralist/genealogical method  
| | | NO TUTORIAL  
| | | PROJECT CONSULTS PER TIMETABLE TO BE DEVELOPED  
| Week 10: 22 April - 28 April | Intensive | This week is interrupted by Easter (Monday and Tuesday, which do not impact MDIA 5024) and ANZAC Day (Thursday, which does).  
| | | The lecture will therefore be replaced by a project consult hour, according to a timetable to be developed.  
| | | NO TUTORIAL  
| | | PROJECT CONSULTS PER TIMETABLE TO BE DEVELOPED |
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:


and


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 MyExperince.
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. 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/

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