



MDIA5028

Critical Perspectives in Communication

Term One // 2020

Course Overview

Staff Contact Details

Convenors

| Name | Email | Availability | Location | Phone |
|------------|---------------------|--|----------|--------------|
| Paul Ryder | p.ryder@unsw.edu.au | By appointment Wednesday 1600-1700 | 311B | Please email |

Tutors

| Name | Email | Availability | Location | Phone |
|----------------|-------------------------|----------------|-----------------------------------|--------------|
| Adam Stapleton | a.stapleton@unsw.edu.au | By appointment | Webster 231X / Webster 311B | Please email |

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

| Assessment task | Weight | Due Date | Student Learning Outcomes Assessed |
|-------------------|--------|---------------------|------------------------------------|
| Snap Presentation | 30% | Not Applicable | 1,2 |
| Theoretical essay | 40% | 01/03/2020 11:00 PM | 1,2 |
| Group Campaign | 30% | 26/04/2020 11:00 PM | 1,2,3 |

Assessment Details

Assessment 1: Snap Presentation

Start date: 26/02/2020 07:00 PM

Details: Each student will provide/screen a short (100-word) passage from a twentieth or twenty-first century political campaign speech and (in 200 words) explain to the class how it engages some of the broad and specific approaches recommended by classical rhetors. Each student will have two/three minutes to make his/her points. No two students from any tutorial class may use material from the same address. Students are required to upload both the approved excerpt and their 200-word analysis to Turnitin no later than 24-hours prior to the presentation. Feedback will be provided via LMS.

Additional details:

This assessment will run in Week 3 (and perhaps Week 4) per a schedule arranged in Week 2.

Assessment 2: Theoretical essay

Start date:

Details: 2000 words. Feedback via LMS.

Additional details:

See Moodle for details.

Assessment 3: Group Campaign

Start date:

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

Additional details:

This assignment is submitted via Moodle by group coordinators only. See course Moodle site for details.

Turnitin setting: This is not a Turnitin assignment

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: 17 February - 21 February | Lecture | Course Overview/ A course about patterns What is a critical approach? Classical Theory 1: 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: 24 February - 28 February | Lecture | Classical Theory 2: 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! |
| | Blended | Assessment 1 online forum to be held 1300-1330 this week. See Moodle for link. |
| Week 3: 2 March - 6 March | Lecture | New Criticism & Russian Formalism: 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 |

| | | |
|-----------------------------|---------|--|
| | | <p>INDIVIDUAL TMETABLE</p> <p>Please refer to online content per Moodle, which must be accessed and viewed prior to your tutorial!</p> |
| Week 4: 9 March - 13 March | Lecture | <p>Structuralism 1</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: 16 March - 20 March | Lecture | <p>Structuralism 2</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 TIMETABLE</p> |
| | Blended | <p>Assessment 2 online forum to be held 1300-1330 this week. See Moodle for link.</p> |
| Week 6: 23 March - 27 March | Lecture | <p>Structuralism 3</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 TIMETABLE.</p> <p>This is the final tutorial before we enter workshop/project mode.</p> <p>THIS IS MDIA 5028's READING WEEK. THERE IS NO LECTURE. THERE ARE NO TUTORIALS</p> |
| | Blended | <p>Assessment 2 online forum (#2) to be held 1300-1330 this week. See Moodle for link.</p> |

| | | |
|------------------------------|-----------|--|
| Week 7: 30 March - 3 April | Reading | THIS IS MDIA 5028's READING WEEK. THERE IS NO LECTURE. THERE ARE NO TUTORIALS |
| Week 8: 6 April - 10 April | Lecture | <p>Structuralism 4</p> <p>Visual texts</p> <p>NO TUTORIAL</p> <p>PROJECT CONSULTS PER TIMETABLE THAT WILL HAVE BEEN DEVELOPED</p> <p>Good Friday (April 10) does not impact lecture or consults.</p> |
| Week 9: 13 April - 17 April | Lecture | <p>Post-structuralism and course overview</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 THAT WILL HAVE BEEN DEVELOPED</p> <p>Easter Monday (April 13) does not impact lecture or consults.</p> |
| Week 10: 20 April - 24 April | Intensive | <p>The lecture this week is replaced by special project consults (if required).</p> <p>NO TUTORIAL</p> <p>PROJECT CONSULTS PER TIMETABLE TO BE DEVELOPED</p> |

Resources

Prescribed Resources

Hawkes, T (2003) Structuralism and Semiotics (2nd edn) Routledge

Recommended Resources

Chandler, D. (2017) Semiotics: The Basics (3rd. edn.) Routledge

Eagleton, T. (2008) Literary Theory: An Introduction (3rd. edn.) Blackwell

Course Evaluation and Development

The 2019 feedback for this core compulsory course was excellent: well over 5.0 in every category. Students particularly enjoyed the mentoring modality for Assessment 3. This feature of the course will be developed in 2020.

Submission of Assessment Tasks

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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