



UNSW
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MDIA3000

Discourse and Promotion

Term Two // 2019

Course Overview

Staff Contact Details

Convenor

Name	Email	Availability	Location	Phone
Dr Lukasz (Luk) Swiatek	L.Swiatek@unsw.edu.au	Tuesdays 1–3 p.m. (drop-in) during weeks 1–4 and 6–10, or by appointment	Office 122 (level 1), Robert Webster Building	+61 2 9385 8535

Tutors

Name	Email	Availability	Location	Phone
Dr Adam Stapleton	a.stapleton@unsw.edu.au	Weeks 1–4 and 6–10	Robert Webster Building	Contact by email
Peter Roberts	p.j.roberts@unsw.edu.au	Weeks 1–4 and 6–10	Robert Webster Building	Contact by email
Sharon Smith	s.smith@unsw.edu.au	Weeks 1–4 and 6–10	Robert Webster Building	Contact by email
Dr Geoffrey Sykes	g.sykes@unsw.edu.au	Weeks 1–4 and 6–10	Robert Webster Building	Contact by 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

Subject Area: *Media*

As a public relations practitioner, you will act on behalf of governments, organisations 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.

Course Learning Outcomes

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 organisational 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 two-hour lecture and a two-hour tutorial to allow for collaborative work. A key learning approach will be the use of case studies as a contextual research approach for understanding public relations concepts and processes.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
1. Weekly learning activities	20%	In tutorials (weeks 2–4, 6–9)	5
2. Weekly reflections	30%	17 June (set 1), 23 July (set 2)	4
3. Briefing paper	20%	1 July	1, 2
4. Briefing presentation	30%	In week 10 tutorials	3, 4, 5

Assessment Details

Assessment 1: Weekly learning activities

Start date: Week 2

Details: Individual task. Feedback provided via Moodle/Turnitin. Varying length (in tutorials)

Assessment 2: Weekly reflections

Start date: Not Applicable

Details: Individual task. Feedback provided via Moodle/Turnitin. 1,800 words total

Additional details:

The first deadline for this assessment task is June 17, 2019. (This deadline provides an opportunity to receive some initial feedback on the first set of reflections.) The second deadline is July 23, 2019.

Assessment 3: Briefing paper

Start date: Not Applicable

Details: Individual task. 1200 words. Feedback provided via Moodle/Turnitin.

Assessment 4: Briefing presentation

Start date: Not Applicable

Details: Group (in pairs or groups of three). Approximately 5 – 6 minutes. Feedback provided via Moodle/Turnitin. This is the final assessment task.

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: 3 June - 7 June		Topic: Introduction to Discourse and Promotion
Week 2: 10 June - 14 June		Topic: Discourse Analysis and Promotion
Week 3: 17 June - 21 June		Topic: Critical Discourse Analysis and Promotion
Week 4: 24 June - 28 June		Topic: Multimodal Critical Discourse Analysis and Promotion
Week 5: 1 July - 5 July		Reading Week
Week 6: 8 July - 12 July		Topic: Framing, Positioning and Promotion
Week 7: 15 July - 19 July		Topic: Discourse, Power and Promotion
Week 8: 22 July - 26 July		Topic: Ethics in Discourse and Promotion
Week 9: 29 July - 2 August		Topic: Cultural Competence in Discourse and Promotion
Week 10: 5 August - 9 August		Topic: Conclusion: The Futures of Discourse and Promotion

Resources

Prescribed Resources

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

Recommended Resources

The recommended resources are also provided on the Moodle course site.

Course Evaluation and Development

The MDIA3000 teaching team values your feedback very much, in striving to provide you with the most enriching learning experience possible. Please feel very welcome to contact your tutor or the course convenor (Luk) with any feedback or questions at any point during the term. The course will be evaluated, at minimum, through an informal mid-term survey, as well as the formal end-of-term survey. Both the quantitative and qualitative data will be carefully analysed to understand the course's strengths and areas requiring further development. Changes, based on the feedback, will be implemented where possible during the term, and certainly after the term has finished in preparation for the next iteration of the course.

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/howsubmit-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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Disclaimer

The information in this overview is correct at the time of publication. In the event that some course elements subsequently change, notification will be provided through the course Moodle site.

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