



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA2007

Political Public Relations

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Michael Richardson	michael.richardson@unsw.edu.au	Monday 11am-12pm, Thursday 11am-12pm, Friday 10am-11am	Webster 231C	9385 8531

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>

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 SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information

All SAM students must make a serious attempt at all assessments in order to pass the course.

For essential student information relating to: attendance requirements; 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 matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Course Details

Credit Points 6

Summary of the Course

Subject Area: Media

Political Public Relations explores major aspects of political communication from the perspectives of both the academic and practitioner in the context of election campaigns, government communication, and advocacy. You will acquire knowledge about contemporary issues and trends in political communication across areas such as research, polling, framing, strategy, messaging, speechwriting, media relations, organizing, and lobbying. Grounded in an ethical and a critical understanding of the role of public relations in the political process, you will be introduced to the roles performed by communications professionals in politics and public affairs. Via active learning in practice-based tutorials and detailed case studies, you will gain a critical understanding of the role of public relations in contemporary politics and build a foundation of skills in researching, planning and executing political communications.

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

1. Use theoretical knowledge as well as practical skills as political consultants.
2. Explain theories, issues and trends relevant to areas of political communication.
3. Critically evaluate success and failure in political campaign cases.
4. Use the tools of political marketing and apply the strategy of image making.
5. Understand the role of campaign communicator for government, party and community organisations.

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.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Essay	30%	Refer to Moodle	Refer to Moodle	Refer to Moodle
Campaign Strategy	45%	Refer to Moodle	Refer to Moodle	Refer to Moodle
Tutorial portfolio	25%	Refer to Moodle	Refer to Moodle	Refer to Moodle

Assessment Details

Assessment 1: Essay

Details: Individual, 2,000 word essay. Students will receive written feedback and a numerical grade.

Learning outcomes:

- Explain theories, issues and trends relevant to areas of political communication.
- Critically evaluate success and failure in political campaign cases.

Assessment 2: Campaign Strategy

Details: Individual, 3,000 word practical writing task. This is the final assessment task. Students will receive written feedback and a numerical grade.

Learning outcomes:

- Use theoretical knowledge as well as practical skills as political consultants.
- Understand the role of campaign communicator for government, party and community organisations.
- Use the tools of political marketing and apply the strategy of image making.

Assessment 3: Tutorial portfolio

Details: In groups of 4-5, students complete practical, in-class activities over 5 weeks, equivalent to approx. 1,500 words. Students receive feedback verbally and via marking rubric.

Learning outcomes:

- Use theoretical knowledge as well as practical skills as political consultants.
- Critically evaluate success and failure in political campaign cases.
- Understand the role of campaign communicator for government, party and community organisations.
- Use the tools of political marketing and apply the strategy of image making.

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 in SAM there will no longer be any hard-copy submission; assessments 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 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 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. 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.

Course Schedule

Timetable

Date	Type	Content
Week 1: 25 - 29 July	Lecture	Public Relations and the Political Process
	No tutorial this week.	Tutorials start in Week 2.
Week 2: 1 - 5 August	Tutorial	Public Relations and the Political Process
	Lecture	Politics and Publics
Week 3: 8 - 12 August	Tutorial	Politics and Publics
	Lecture	Political PR and the Media
Week 4: 15 - 19 August	Tutorial	Political PR and the Media
	Lecture	Political Leaders
Week 5: 22 - 26 August	Tutorial	Political Leaders
	Lecture	Campaigns (I) – Strategy and Framing
Week 6: 29 August - 2 September	Tutorial	Campaigns (I) – Strategy and Framing
	Lecture	Campaigns (II) – Speeches and Slogans
Week 7: 5 - 9 September	Tutorial	Campaigns (II) – Speeches and Slogans
	Lecture	Campaigns (III) – Advertising and Organising
Week 8: 12 - 16 September	Tutorial	Campaigns (III) – Advertising and Organising
	Lecture	Polls, Polling and Big Data
Week 9: 19 - 23 September	Tutorial	Polls, Polling and Big Data
	Lecture	Critical Events
Week 10: 4 - 7 October	No tutorial due to public holiday.	
	Lecture	Government Communication and Lobbying
Week 11: 10 - 14 October	Tutorial	Government Communication and Lobbying
	Lecture	#CampaignsForChange
Week 12: 17 - 21 October	Tutorial	#CampaignsForChange
	Lecture	Politics in Crisis?
Week 13: 24 - 28 October	Tutorial	Politics in Crisis?
	No lecture in week 13.	

Resources

Prescribed Resources

Week 1 Lecture / Week 2 Tutorial: Public Relations and the Political Process

1. Stockwell, Stephen. (2014). "Government and Political Public Relations" in Johnston, J., & Sheehan, M. (2014). *Public Relations: Theory and practice* (4th ed.). Sydney: Allen & Unwin, pp. 235-58.
2. Davis, Aeron. (2013). *Promotional Cultures: The Rise and Spread of Advertising, Public Relations, Marketing and Branding*. Hoboken: Wiley, pp. 135-53. "Chapter 8: Politics and Political Representation."

Week 2 Lecture / Week 3 Tutorial: Politics and Publics

1. Hay, Colin. (2007). *Why we hate politics*. Cambridge, UK: Polity Press, pp. 61-89. "Chapter 2: Politics, Participation and Politicization".
2. Couldry, Nick. (2012). *Media, society, world: Social theory and digital media practice*. Cambridge: Polity, pp. 108-32. "Chapter 5: Networked Society, Networked Politics?"

Week 3 Lecture / Week 4 Tutorial: Political PR and the Media

1. Street, John. (2011). *Mass media, politics, and democracy* (2nd ed.). Basingstoke: Palgrave Macmillan, pp. 101-27. "Chapter 4: Media Effects."
2. Young, Sally. (2011). *How Australia decides: Election reporting and the media*. Cambridge: Cambridge University Press, pp. 173-200. "Chapter 9: 'From the campaign trail': the framing of election news."
3. Hobbs, Mitchell. (2015). "The sociology of spin: An investigation into the uses, practices and consequences of political communication." *Journal of Sociology*, (first published online 15 January).

Week 4 Lecture / Week 5 Tutorial: Political Leaders

1. Washbourne, Neil. (2010). *Mediating politics newspapers, radio, television and the Internet*. Maidenhead: Open University Press, pp. 31-50. "Chapter 2: On the media marketing of parties and leaders: emergence and consequences."
2. Street, John. (2004). "Celebrity Politicians: Popular Culture and Political Representation." *British Journal of Politics & International Relations*, 6(4), 435-452.
3. Negrine, Ralph. (2008). *The transformation of political communication: Continuities and changes in media and politics*. Basingstoke: Palgrave Macmillan, pp. 93-116. "Chapter 5: Political actors: transforming practices."

Week 5 Lecture / Week 6 Tutorial: Campaigns (I) – Strategy and Framing

1. Baines, Paul. "Political Public Relations and Election Campaigning" in Strömbäck, J., & Kiousis, S. (2011). *Political public relations: Principles and applications*. New York: Routledge, pp. 115-37.
2. Lakoff, George. (2004). *Don't think of an elephant!* White River: Chelsea Green Publishing, pp. 3-34. "Framing 101".

Week 6 Lecture / Week 7 Tutorial: Campaigns (II) – Speeches and Slogans

1. Cowart, Joseph & Larry Powell. *Political Campaign Communication: Inside and Out* (2nd ed.). Upper Saddle River: Pearson, pp. 130-148. "Chapter 9: Political Speeches".
2. Orwell, George. (1946/2004). *Why I Write*. London: Penguin, pp. 102-20. "Politics and the English Language."

Further reading:

1. Keating, Paul. (1992). "Redfern Speech (Year for the World's Indigenous People)" delivered at Redfern Park, Sydney, 10 December. https://antar.org.au/sites/default/files/paul_keating_speech_transcript.pdf
2. Clark, Tom. (2013). "Paul Keating's Redfern Park speech and its rhetorical legacy." *Overland*, 213. <https://overland.org.au/previous-issues/issue-213/feature-tom-clarke/>

Week 7 Lecture / Week 8 Tutorial: Campaigns (III) – Advertising and Organising

1. Young, Sally. (2003). "A century of political communication in Australia, 1901–2001." *Journal of Australian Studies*, 27(78), 97-110.
2. Stockwell, Stephen. (2005). *Political Campaign Strategy: Doing Democracy in the 21st Century*. Melbourne: Australian Scholarly Publishing, pp. 152-68. "Chapter 8: Direct Contact - From Door-knocking to the Internet".

3. Cogburn, Derrick, & Espinoza-Vasquez, Fatima. (2011). "From Networked Nominee to Networked Nation: Examining the Impact of Web 2.0 and Social Media on Political Participation and Civic Engagement in the 2008 Obama Campaign." *Journal of Political Marketing*, 10(1-2), 189-213.

Week 8 Lecture / Week 9 Tutorial: Polls, Polling and Big Data

1. Craig, Geoffrey. *The Media, Politics and Public Life*. Crows Nest, NSW: Allen & Unwin, 2004, pp. 153-70. "Chapter 8: Opinion polls and public opinion."
2. Cowart, Joseph & Larry Powell. *Political Campaign Communication: Inside and Out* (2nd ed.). Upper Saddle River: Pearson, pp. 162-88. "Chapter 11: Political Polling".

Further Reading:

1. Silver, Nate. (2012). *The signal and the noise: Why most predictions fail but some don't*. New York: Penguin Press, pp. 47-73. "Chapter 2: Are you smarter than a TV pundit?"

Week 10 Lecture / Week 11 Tutorial: Government Communication and Lobbying

1. Ward, Ian. (2003). "An Australian PR state?" *Australian Journal of Communication*, 30 (1): 25-42.
2. Graeme Orr and Anika Gauja. (2014). "Third-Party Campaigning and Issue-Advertising in Australia." *Australian Journal of Politics and History* 60, no. 1: 73-92.

Further Reading:

1. McKnight, David, and Mitchell Hobbs. (2013). "Public Contest through the Popular Media: The Mining Industry's Advertising War against the Australian Labor Government." *Australian Journal of Political Science* 48, no. 3: 307-19.

Week 11 Lecture / Week 12 Tutorial: #CampaignsForChange

1. Castells, Manuel. (2015). *Networks of Outrage and Hope: Social Movements in the Internet Age*. Cambridge, UK: Polity, pp. 218-43. "Changing the World in the Network Society."
2. Stephen, Bijan. (2015). "Social Media Helps Black Lives Matter Fight the Power." *Wired*.
3. Madison, Sarah. (2007). "Lobbying Government" in Sally Young ed. *Government Communication in Australia*. Cambridge: Cambridge University Press, 255-269.

Further reading:

1. Public Interest Advocacy Centre. (2003). *Working the System* (2nd ed). Public Interest Advocacy Centre, pp. 24-32. "Chapter 4: How the public can influence parliament".

Week 12 Lecture / Week 13 Tutorial: Politics in Crisis?

1. Davis, Aeron. *Political Communication and Social Theory*. New York: Routledge, 2010, pp. 146-58. "Chapter 10: The 'crisis' of politics and communication in ageing democracies".
2. Tanner, Lindsay. (2011). *Sideshow: Dumbing down Democracy*. Melbourne: Scribe, pp. 9-20. "Chapter 1: Distinctions Without Difference"
3. Tiffin, Rodney. (2012). "Spin doctors, news values and public interest – the Bermuda Triangle of policy debate" in Matthew Ricketson, ed. *Australian Journalism Today*. Melbourne: Palgrave Macmillan, pp. 16-27.

Recommended Resources

All recommended readings and other resources are provided via Moodle.

Course Evaluation and Development

This course is evaluated using the CATEI survey feedback system, along with discussion and other mechanisms. As this course is running for the first time, your input will be crucial to strengthening the course as we go and improving it for next year.