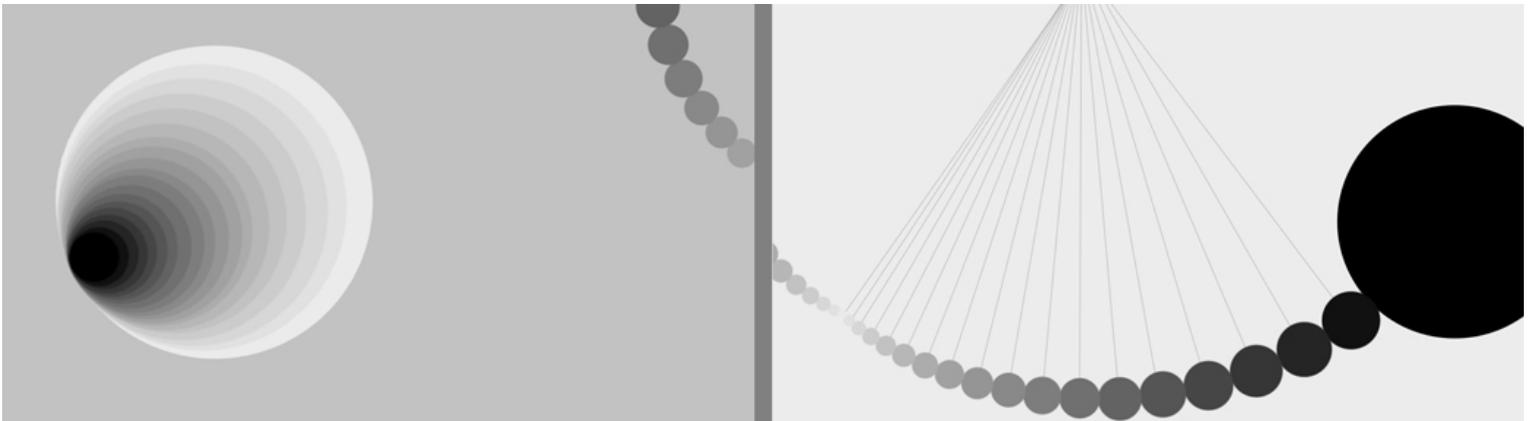




UNSW
SYDNEY

School of the Arts and Media

Faculty of Arts and Social Sciences



MDIA5028

Critical Perspectives on Public Relations and Advertising

Session 1, 2017

Course Outline

Staff Contact Details

Conveners

Name	Email	Availability	Location	Phone
Valentina Bau	v.bau@unsw.edu.au		Webster 311D	02 9385 8974

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>

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 valid 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

The course aims to establish and develop an advanced conceptual understanding of the fields of PR and advertising. You will learn the history and development of the fields of PR and advertising, and develop an understanding of critical perspectives, theories and debates in the fields of PR and advertising. This disciplinary knowledge will be positioned against the context of developments in the contemporary global and local, audio-visual and digital media landscape.

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

1. Show awareness of advanced disciplinary knowledge and critical perspectives, and apply this knowledge in a range of professional settings.
2. Conduct independent and collaborative inquiry, and communicate complex ideas to a range of audiences, using written, oral and audio-visually mediated communication.
3. Use a range of theoretical and conceptual frameworks, perspectives, critiques and debates, relevant to the disciplines of PR and advertising.
4. Think critically and self-reflexively about a range of practices and processes within the disciplines of PR and advertising.
5. Demonstrate a sound understanding of both local and global issues in the fields of PR, advertising and communication.

Teaching Strategies

You will be provided with a knowledge of the history and development of the fields of PR and advertising, as well as an understanding of critical perspectives, theories and debates in the fields of PR and advertising.

This disciplinary knowledge will be positioned against the context of developments in the contemporary global and local media landscape.

The course will be taught via lectures and seminars.

Assessment

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Case Study Analysis	50%	3000	07/05/2017	null
Theoretical Essay	30%	2000	02/04/2017	null
Presentation	20%	4-5 minutes per person	Last two seminars of the course	This is an in-class presentation with an additional file to be uploaded to Moodle.

Assessment Details

Assessment 1: Case Study Analysis

Details: This 3000 word essay involves the critique of a campaign in light of the theoretical perspectives covered in the first part of the course. Tutors will provide written feedback.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- Show awareness of advanced disciplinary knowledge and critical perspectives, and apply this knowledge in a range of professional settings.
- Conduct independent and collaborative inquiry, and communicate complex ideas to a range of audiences, using written, oral and audio-visually mediated communication.
- Use a range of theoretical and conceptual frameworks, perspectives, critiques and debates, relevant to the disciplines of PR and advertising.
- Think critically and self-reflexively about a range of practices and processes within the disciplines of PR and advertising.
- Demonstrate a sound understanding of both local and global issues in the fields of PR, advertising and communication.

Assessment 2: Theoretical Essay

Details: Students are required to complete a 2000 word academic essay. Tutors will provide written feedback.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- Conduct independent and collaborative inquiry, and communicate complex ideas to a range of audiences, using written, oral and audio-visually mediated communication.

- Use a range of theoretical and conceptual frameworks, perspectives, critiques and debates, relevant to the disciplines of PR and advertising.
- Think critically and self-reflexively about a range of practices and processes within the disciplines of PR and advertising.

Assessment 3: Presentation

Details: Students are required to work in a collaborative group (of 4 to 5 people), to present to the class in accordance to a specific weekly topic. Each group member will present for approximately 4 minutes. Tutors will provide written feedback.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

- Show awareness of advanced disciplinary knowledge and critical perspectives, and apply this knowledge in a range of professional settings.
- Conduct independent and collaborative inquiry, and communicate complex ideas to a range of audiences, using written, oral and audio-visually mediated communication.
- Use a range of theoretical and conceptual frameworks, perspectives, critiques and debates, relevant to the disciplines of PR and advertising.
- Demonstrate a sound understanding of both local and global issues in the fields of PR, advertising and communication.

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
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Resources

Prescribed Resources

Not available

Recommended Resources

Not available

Course Evaluation and Development

[Briefly outline how student feedback (both formal and informal) on the course will be gathered, how it will be analysed and how it will be acted upon to improve the student learning experience. For example, you might discuss what was identified in past feedback and how this course was changed to address the issue.]