

MDIA 5028: Course Overview 2018

Semester Week	Lecture Date	Lecture Location	Lecture topic / Content	Tutorial/Lab Content (For locations, see Tutorial Timetable' on Moodle)	Readings and video content.
<p>Guiding research questions for this course:</p> <ol style="list-style-type: none"> 1. Might an appreciation of cultural communication theory and major movements apropos help us to understand and critique the dynamics of historical <i>and</i> contemporary communication campaigns? 2. How might an understanding of communication campaign strategy as an abstract, multi-dimensional, and profoundly dynamic phenomenon influence the way we might think about the construction of a communication campaign? 					
1	01 March	Mathews ThD	<p>Classical Theory 1</p> <ul style="list-style-type: none"> ❖ Introductions ❖ The dynamics of strategy: leveraging multiple theories ❖ Aristotle's theory of communication 	<ul style="list-style-type: none"> • Introductions • Reflecting on theory • The matter of ethos • Assessment 1 	See Moodle for Week 1 readings.
2	08 March	Mathews ThD	<p>Classical Theory 2</p> <ul style="list-style-type: none"> ❖ The theories of Isocrates, Cicero, & Quintilian 	<ul style="list-style-type: none"> • Choosing pairs & assigning presentation weeks for Assessment 1 • Applying Aristotle's tripartite model to campaign collateral 	See Moodle for Week 2 readings.
3	15 March	Mathews ThD	<p>Modernism, Formalism & the Russian tradition.</p> <ul style="list-style-type: none"> ❖ Shklovsky, Eichenbaum, & Tomashevsky. 	<ul style="list-style-type: none"> • Applying Formalist theory to campaign collateral 	See Moodle for Week 3 readings.
4	22 March	Mathews ThD	<p>New Criticism & the English tradition.</p> <ul style="list-style-type: none"> ❖ Leavis, Richards, & Eliot 	Assessment 1 presentations, per presentation schedule	See Moodle for Week 4 readings.
5	29 March	Mathews ThD	<p>Structuralism 1:</p> <ul style="list-style-type: none"> ❖ Introduction to Structuralism ❖ Saussure, Jakobson, Levi-Strauss & Greimas 	Assessment 1 presentations, per presentation schedule	<p>See Moodle for Week 5 readings.</p> <p>See also: Louis Markos Structuralism Lecture</p> <p>https://www.youtube.com/watch?v=bcR-4y3Npqc</p>

EASTER /MID-SEMESTER BREAK	Friday 30 March – Sunday 08 April		NO CLASSES	NO READINGS THIS WEEK
6 POST-GRAD READING WEEK	Monday 09 April – Friday 13 April		POST-GRAD READING WEEK: NO LECTURE OR TUTORIALS: ASSESSMENT 2 PREPARATION	See Moodle for Week 6 readings.
7	19 April	Mathews ThD	Structuralism 2: ❖ Barthes & Foucault	Assessment 1 presentations, per presentation schedule
8	26 April (Note: Weds 25 April = public holiday)	Mathews ThD	Frame and Critical Discourse Analysis (CDA): ❖ Goffman and Lakoff ❖ Van Dijk; van Leeuwen, & Gunter Kress	<ul style="list-style-type: none"> Group selection for A3 via Moodle A2 Workshop 1
9	03 May	Mathews ThD	Postmodernism/ Deconstruction 1: ❖ What is Postmodernism? ❖ De Man and Derrida	<ul style="list-style-type: none"> Finalise A3 group selection via Moodle A2 Workshop 2 Applying postmodern theory to a political campaign: Trump v Clinton
10	10 May	[online]	Postmodernism/ Deconstruction 2: Lecture 35, <i>Postmodernism: Ideas of the Twentieth Century</i> , University of Texas at Austin, Fall 2013 https://www.youtube.com/watch?v=we6cwmzhhBE&list=PLYWS_oyBNqvkRdnN6xDLWY8tOpL2y7FI0	<ul style="list-style-type: none"> Designing a campaign: key elements <p><i>Applying theory to an activist campaign: Sea Shepherd, Southern Ocean (Anti-Whaling)</i></p>
11	17 May	Mathews ThD	Beyond Postmodernism: rhetoric, narrative theory and supermodernity	<ul style="list-style-type: none"> A3 Workshop
12	24 May	Mathews ThD	Course overview	<ul style="list-style-type: none"> A3 Workshop

13	31 May	<i>NO LECTURE (TUTORIALS ONLY)</i>	<ul style="list-style-type: none">• <i>A3 Workshop</i> Assessment 3 due Sunday 03 June 2300.	NO READINGS THIS WEEK
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