MDIA5028
Course Outline

Critical Perspectives on Public Relations and Advertising

Session 1, 2016
Staff Contact Details

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Availability</th>
<th>Location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Authority</td>
<td>Dr Valentina Bau</td>
<td><a href="mailto:v.bau@unsw.edu.au">v.bau@unsw.edu.au</a></td>
<td>Tuesdays 5PM-6:30PM</td>
<td>Webster Building</td>
<td>02 9385 8974</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>Room 311D</td>
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</tbody>
</table>

School of the Arts and Media Contact Information
Room 312, level 3 Robert Webster
Building Phone: 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.

- Timetable clash - If a student is unable to attend all classes for a course due to timetable clashes, the student must complete the UNSW Arts & Social Sciences Permissible Timetable Clash Application form: https://www.arts.unsw.edu.au/ttclash/index.php

- Where practical, a student’s attendance will be recorded. The procedure for recording attendance will be set out on the course Learning Management System (Moodle).

- A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a final grade of UF (Unsatisfactory Fail).

- A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure rather than be awarded a final grade of UF. The final decision as to whether a student can be withdrawn without failure is made by Student Administration and Records.

- 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 For SAM Students

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.

Student learning outcomes:

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 & Rationale

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 Items to Learning Outcomes

Theoretical Essay
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.

Case Study Analysis
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.

Presentation
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.

<table>
<thead>
<tr>
<th>Assessment &amp; Weighting</th>
<th>Length</th>
<th>Due date</th>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theoretical Essay (30%)</td>
<td>2000 words</td>
<td>Thursday 24/03/16</td>
<td>Qualitative rubric with additional written comments in Turnitin</td>
</tr>
<tr>
<td>Case Study Analysis (50%)</td>
<td>3000 words</td>
<td>Friday 06/05/16</td>
<td>Qualitative rubric with additional written comments in Turnitin</td>
</tr>
<tr>
<td>Presentation (20%)</td>
<td>4/5 minutes per person</td>
<td>Tuesday 31/05/16, Wednesday 01/06/16</td>
<td>Qualitative rubric with additional written comments via email</td>
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</table>

In order to pass this course, you must make a serious attempt at ALL assessment tasks. This is a SAM requirement.
Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments. If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externaltelssupport@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 Submission

PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive a mark of 0. For more information on submission of late work, consult the SAM assessment protocols at https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/

Extension Procedure

- A student seeking an extension should submit a SAM extension application form (found in Forms on SAM website) to the Course Authority before the due date.
- The Course Authority should respond to the request within two working days of the request.
- The Course Authority can only approve an extension of up to five days. A student requesting an extension of more than five days should complete an application for Special Consideration.
- If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.
- This procedure does not apply to assessment tasks that take place during regular class hours or any task specifically identified by the Course Authority as not subject to extension requests.
- A student who misses an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- For more information, see the SAM extension protocols on the SAM policies and guidelines webpage: https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/
Special Consideration
In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL:
https://student.unsw.edu.au/special-consideration

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

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.


It is not permissible to buy essay/writing services from third parties as the use of such services constitutes plagiarism because it involves using the words or ideas of others and passing them off as your own. Further, it is not permissible to sell copies of lecture or tutorial notes as you do not own the rights to this intellectual property.
If you breach the Student Code with respect to academic integrity the University may take disciplinary action under the Student Misconduct Procedure (see above).

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example:

- 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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Lecture Content</th>
<th>Seminar Activities</th>
<th>Suggested Readings</th>
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</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Week 1</td>
<td>Lecture online from: 01/03/16</td>
<td>An introduction to the aim of the course, followed by an historical overview of PR and advertising.</td>
<td>• Course outline&lt;br&gt;• Structure&lt;br&gt;• Assessments</td>
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<tr>
<td>Critical perspectives in public relations I</td>
<td>Week 2</td>
<td>Lecture online from: 08/03/16</td>
<td>Earlier approaches:&lt;br&gt;- Communication models, &lt;br&gt;- Four models of public relations,&lt;br&gt;- Systems theory, &lt;br&gt;- The Excellence model.</td>
<td>Activity focus:&lt;br&gt;- How have communication and PR models evolved throughout the last century?&lt;br&gt;- What is the importance of the Excellence model and how does it differ from the others?</td>
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<tr>
<td>Critical perspectives in public relations II</td>
<td>Week 3</td>
<td>Lecture online from: 15/03/16</td>
<td>• Rhetorical theory&lt;br&gt;• Critical theory:&lt;br&gt;- Feminist critique,&lt;br&gt;- Cultural studies,&lt;br&gt;- Postmodern theory,&lt;br&gt;- Discourse approach.</td>
<td>Activity focus:&lt;br&gt;- What is the role of rhetorical theory in PR?&lt;br&gt;- What are the elements of its various perspectives?</td>
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<tr>
<td>Critical perspectives in advertising</td>
<td>Week 4</td>
<td>Lecture online from: 22/03/16</td>
<td>Cultural and critical approaches:&lt;br&gt;‘Culture and civilization’ tradition and the Frankfurt School,&lt;br&gt;Postmodernism,&lt;br&gt;Stuart Hall’s encoding/decoding model.</td>
<td>Activity focus:&lt;br&gt;- What was the role of popular culture and the media according to Frankfurt School scholars?&lt;br&gt;- What are the elements of Hall’s encoding/decoding model, and how does it apply to today’s media landscape?</td>
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<td><strong>Mid-semester break</strong></td>
<td><strong>29-30/03/2016</strong></td>
<td><strong>No lecture</strong></td>
<td><strong>No seminar</strong></td>
<td><strong>Teaching break</strong></td>
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<td><strong>Week 5</strong></td>
<td>05-06/04/2016</td>
<td><strong>No lecture</strong></td>
<td><strong>No seminar</strong></td>
<td>Postgraduate reading week</td>
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<tr>
<td><strong>Advocacy and Activism</strong></td>
<td><strong>Week 6</strong></td>
<td>Lecture online from: 12/04/16 Seminars: 12-13/04/2016</td>
<td>An introduction to the use of the following approaches in public relations practice: • advocacy, • activism.</td>
<td>Group work: • identify either an advocacy or activist campaign • discuss target and objectives • outline framework of analysis</td>
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<tr>
<td><strong>Corporate Social Responsibility and Social Media</strong></td>
<td><strong>Week 7</strong></td>
<td>Lecture online from: 19/04/16 Seminars: 19-20/04/2016</td>
<td>An introduction to the use of the following approaches in public relations practice: • corporate social responsibility (CSR), • social media (including social networking sites and blogging).</td>
<td>Group work: • identify either a CSR or social media campaign • discuss target and objectives • outline framework of analysis</td>
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<tr>
<td><strong>Comparative Advertising and Digital Advertising</strong></td>
<td><strong>Week 8</strong></td>
<td>Lecture online from: 26/04/16 Seminars: 26-27/04/2016</td>
<td>An introduction to the use of the following approaches in advertising: • comparative advertising, • digital advertising.</td>
<td>Group work: • identify either a comparative or digital advertising campaign • discuss target and objectives • outline framework of analysis</td>
</tr>
<tr>
<td><strong>Industry case study</strong></td>
<td><strong>Week 9</strong></td>
<td>Lecture online from: 03/05/16 Seminars: 03-04/05/2016</td>
<td>TBC</td>
<td>Groups are formed for the final presentations. By the end of the seminar, each group will submit their presentation's outline to the convenor.</td>
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<tr>
<td><strong>The political economy of PR and advertising</strong></td>
<td><strong>Week 10</strong></td>
<td>Lecture online from: 10/05/16 Seminars: 10-11/05/2016</td>
<td>An overview of the political, economic and social dimensions of PR and advertising and the interrelationships among their actors.</td>
<td>Students continue to work in groups towards their final presentation.</td>
</tr>
<tr>
<td><strong>Shaping the media landscape</strong></td>
<td><strong>Week 11</strong></td>
<td>Lecture online from: 17/05/16 Seminars: 17-18/05/2016</td>
<td>Reflections on the recent approaches in PR and advertising, and on how they have been shaped by the changing media landscape.</td>
<td>Students finalise their group work to be presented in class in the following two weeks.</td>
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<tr>
<td><strong>How advertising has changed</strong></td>
<td><strong>Week 12</strong></td>
<td>Lecture online from: 24/05/16 Seminars: 24-25/05/2016</td>
<td>Short documentary <em>Decoding Truth and Trust in Advertising.</em></td>
<td>Presentations</td>
</tr>
<tr>
<td><strong>A critical review of PR and advertising</strong></td>
<td><strong>Week 13</strong></td>
<td>Lecture online from: 31/05/16 Seminars: 31/05/16-01/06/16</td>
<td>• Recap of main concepts and theories explored in the course • Course review and evaluation</td>
<td>Presentations</td>
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</tbody>
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Prescribed Resources


Useful Resources

**History**


**Communication and public relations models**


**Rhetorical perspectives**


**Discourse perspective**


**Feminist criticism**


**Cultural studies approach**


Postmodern perspective


Advocacy and Activism


Corporate Social Responsibility


**Social media**


**Advertising critical perspectives**


**Digital advertising**


**Comparative advertising**


Political economy


Other useful


Recommended websites

Institute of Public Relations (IPR)'s Social Science of Social Media Research Centre - http://www.instituteforpr.org/social-science-social-media-research/

Institute of Public Relations (IPR)'s Research Journal - http://www.instituteforpr.org/research-journal/

Public Relations Journal archive - http://www.prsa.org/Intelligence/PRJournal/Archives/#.VMGYZ2TLdSU

Students are encouraged to employ their research skills to seek additional scholarly resources for their assignments. The UNSW Library website is found at: http://info.library.unsw.edu.au/web/services/services.html

Course evaluation and development

Informal feedback about the course is welcomed and encouraged throughout the semester by the course convenor. During the semester, students will be asked to fill out a short questionnaire that will serve as an interim evaluation of the activities and topics covered. Furthermore, students are encouraged to participate in the official online feedback survey at the end of the course. An email will be sent to all students advising when, where and how to provide feedback.

Please take time to provide feedback. Your comments will be useful for an improved design of this course delivered next year.