Faculty of Arts & Social Sciences

School of the Arts and Media

MDIA5028
Course Outline

Critical Perspectives on Public Relations and Advertising

Session 1, 2015
UNSW Course Outline

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2. Location of the course

| Lecture | Monday 8PM-9PM, Webster Theatre A |
| Seminar | Tuesday 3PM-4PM, Goldstein G05 |
| Seminar | Tuesday 4PM-5PM, Goldstein G05 |
| Seminar | Tuesday 5PM-6PM, Goldstein G05 |
| Seminar | Tuesday 6PM-7PM, Goldstein G05 |

3. Staff Contact Details

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Availability; times and location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Convenor</td>
<td>Valentina Bau</td>
<td><a href="mailto:v.bau@unsw.edu.au">v.bau@unsw.edu.au</a></td>
<td>Webster Building Room 311D Appointment basis</td>
<td>02 9385 8974</td>
</tr>
</tbody>
</table>

4. School of the Arts and Media (SAM) Contact Information

Room 312, Level 3, Robert Webster Building
Phone: 02 9385 4856
Email: sam@unsw.edu.au

5. Attendance Requirements

- A student is expected to attend all class contact hours.
- Attendance will be taken at the beginning of each class. It is your responsibility to ensure your name has been marked off at each class. If you are more than 15 minutes late, you are deemed not to have attended.
- A student who attends less than 80% of class contact hours without justification may be awarded a final grade of UF (Unsatisfactory Fail).
- A student who arrives more than 15 minutes late may be penalised for non-attendance.
- If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, they should seek permission from the Course Authority. The application
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 for up to one month. A student seeking approval to be absent for more than one month must apply in writing to the Dean.
- 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.
- For more information about the FASS attendance protocols, see the SAM policies and guidelines webpage: https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/

6. Essential Information For FASS/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/

7. Course details

Credit Points:

6

Summary of the Course

This course aims to establish and develop an advanced conceptual understanding of the fields of PR and advertising. Students will be provided with a knowledge of the history and development of these fields, as well as an understanding of their critical perspectives and theories. This conceptual knowledge will then be connected to different approaches in the practice, and it will be applied to the critique and analysis of practical case studies.

Aims of the Course

This course aims to be an advanced disciplinary knowledge of critical perspectives, debates and theoretical approaches in the fields of PR and advertising.

Student learning outcomes

At the conclusion of this course the student will be able to:
1. Demonstrate familiarity with and awareness of advanced disciplinary knowledge and critical perspectives, and the ability to apply this knowledge in a range of personal settings.
2. Demonstrate a capacity for independent and collaborative enquiry, and the ability to communicate complex ideas to a range of audiences, using written, oral and audio-visual mediated communication.
3. Demonstrate a sound understanding of theoretical and conceptual frameworks, perspectives, critiques and debates, relevant to the disciplines of PR and advertising.
4. Demonstrate an ability for critical reflection and thinking.
5. Demonstrate a sound understanding of contemporary issues in the fields of PR, advertising and communication.

Graduate Attributes

At the conclusion of this course, the student will have developed the following Graduate Attributes, which will be assessed within the prescribed assessment tasks:
1. A critical engagement with the different perspectives and approaches that have shaped the present field of PR and Advertising;
2. The skills to research, locate and analyse relevant campaigns in the light of both critical perspectives and contemporary practice in the PR and advertising industries;
3. The ability to present creatively and discuss the present media landscape in consideration of the different perspectives and practical approaches of PR and advertising

8. **Rationale for the inclusion of content and teaching approach**

   This course is included to enable students to develop and apply analytical skills and reasoned critique in their approach to PR and advertising as professional practices. This will cultivate a *modus operandi* that mirrors their awareness of the role of the practitioner. It reflects my position that the practice within these fields requires the essential abilities of critical analysis and self-reflection. This course provides students with the instruments to engage in those reflections, which will in turn have a crucial impact of the future quality of their work as PR and advertising practitioners.

9. **Teaching strategies**

   Students 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 these fields. 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.

10. **Assessment Tasks**

    In order to pass this course, you must make a serious attempt to **ALL** assessment tasks. This is a SAM requirement.

    There are 3 assignments for this course. 1 and 2 are individual assignments, while assignment 3 is a group assignment.

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Length</th>
<th>Weight</th>
<th>Learning outcomes assessed</th>
<th>Graduate attributes assessed</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theoretical essay</td>
<td>2000 words</td>
<td>30%</td>
<td>1, 2, 3, 4</td>
<td>1</td>
<td>27/03/2015</td>
</tr>
<tr>
<td>Case study analysis</td>
<td>3000 words</td>
<td>50%</td>
<td>2, 3, 4</td>
<td>2</td>
<td>01/05/2015</td>
</tr>
<tr>
<td>Presentation</td>
<td>4 minutes</td>
<td>20%</td>
<td>1, 2, 4, 5</td>
<td>3</td>
<td>26/05/2015 02/06/2015</td>
</tr>
</tbody>
</table>

**Assignment 1**

Theoretical essay: a review and discussion of the different theoretical perspectives on PR and advertising.

In this 2000-word essay students will engage in a critical review of the theoretical perspectives introduced in the first part of this course. Students are encouraged to develop an argument based on their views of the theory using the work of relevant authors. A minimum of 8 scholarly sources should be used.

- Demonstrate a capacity for independent inquiry, and the ability to research relevant academic sources, communicate complex ideas and present different scholar perspectives clearly and analytically.
- Demonstrate the ability to communicate ideas succinctly, paying attention to structure, grammar and spelling.
- Demonstrate a sound understanding of theoretical and conceptual frameworks, perspectives, critiques and debates relevant to the disciplines of PR and advertising.
- Demonstrate knowledge of the required referencing style and of its correct use in referencing all cited sources.
- Demonstrate an ability for critical thinking and reflection.
Assignment 2

Case study analysis: critical analysis of an existing (present or past) public relations or advertising campaign. This 3000-word essay involves the critique of a campaign in the light of the theoretical perspectives covered in the first part of the course. Students can choose any PR or advertising campaign built on one of the approaches included in this course (advocacy, activism, social media, corporate social responsibility, comparative advertising and social advertising) as a case study and develop an analysis.

- Demonstrate familiarity with and awareness of advanced disciplinary knowledge and critical perspectives, and the ability to employ this knowledge in the discussion and analysis of professional, real-life experiences.
- Demonstrate the ability to communicate ideas succinctly, paying attention to structure, grammar and spelling.
- Demonstrate a sound understanding of theoretical and conceptual frameworks, perspectives, critiques and debates relevant to the disciplines of PR and advertising.
- Demonstrate knowledge of the required referencing style and of its correct use in referencing all cited sources.
- Demonstrate an ability for critical thinking and reflection.

Assignment 3

Presentation: PR and Advertising in the Present Media Landscape.

Students will prepare a group presentation. Each group member will present for approximately 4 minutes. The topic of the presentation can be developed and adapted through discussion and collaboration within the group. A Power Point presentation is required and alternative creative approaches for presentation are also encouraged.

- Demonstrate familiarity with and awareness of advanced disciplinary knowledge and critical perspectives, and the ability to apply this knowledge to a range of professional settings.
- Demonstrate a capacity for collaborative inquiry, and the ability to communicate complex ideas to an audience using oral, audio and visually mediated communication.
- Demonstrate a sound understanding of theoretical and conceptual frameworks, perspectives, critiques and debates relevant to the disciplines of PR and advertising.
- Demonstrate a sound understanding of contemporary issues in the fields of PR, advertising and communication.

Referencing your assignments

In all assessment tasks, any material or ideas taken from another source must be referenced in accordance with the Referencing Style Guidelines as outlined in the UNSW Assessment Policies. This course will require the Harvard in-text system of referencing. Guidelines on how to reference according to this system can be found at: http://www.lc.unsw.edu.au/onlib/pdf/harvard.pdf

Submission of Assessment Tasks

Assignments are to be submitted both in print and in electronic form. The electronic copy must be submitted via Turn-it-in on the course Moodle site. The hard copy must be submitted in the assignment drop-off box outside SAM School office, Room 312, Level 3, Robert Webster Building, with a cover sheet securely attached (available from the SAM School office) and your details clearly marked by 5 pm on the due date. Note that only hard copies will be marked. You are required to keep a copy of all assignments.

You must include a word count with every assignment. Word limit count should include all quotations and in-text references but exclude list of references and/or footnotes. Information central to your argument should not be in footnotes and excessive use of footnotes will be marked down.
If you have any problems submitting via Turnitin, send your Convener a word.doc version of your assignment immediately, together with an explanation of the problem you are encountering. You should then seek technical support by following the protocol outlined at http://teaching.unsw.edu.au/moodle-students-help.

If you have trouble logging in, or you cannot see your course once you login, please contact the IT Service Centre for assistance. IT Service Centre Email: itservicecentre@unsw.edu.au Internal: x51333, External: (02) 9385-1333, International: +61 2 9385 1333.

If you have difficulty using the Moodle environment or tools, please contact External TELT support. External TELT Support Email: externalteltsupport@unsw.edu.au Internal: x5333, External: (02) 9385-3331, International: +61 2 9385 3331.

Please do not send your Course Conveners a copy of your assignment unless you are unable to submit via Turnitin. Once you have submitted you will receive a receipt to confirm that you have successfully submitted. Keep this receipt as proof of the date and time that you lodged your assignment. If you do not receive such notification, you must ask your Convener, by email, to check whether your upload was successful.

Please be aware that when you submit a UNSW course assignment online, through a facility such as Turnitin etc., you are automatically acknowledging that you have understood and abided by the University requirements in respect of student academic misconduct outlined in the Student Code Policy and Student Misconduct Procedures, both of which are available at: https://my.unsw.edu.au/student/academiclife/assessment/StudentMisconduct.html

**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 was handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay was 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 FASS 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.
- 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.
- A student who missed an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- 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.
- For more information, see the FASS 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://my.unsw.edu.au/student/atoz/SpecialConsideration.html
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.

11. 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, and to a student’s own analysis to bring the material together without 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.

• **Duplication**: 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.


The Learning Centre also provides substantial education 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.

It is also recommended that you include a statement about Turnitin. E.g. UNSW makes use of the similarity detection tool Turnitin. For this course you are required to submit an electronic version of your written assignments so they may be reviewed using this procedure.
### 12. Course schedule

<table>
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<tr>
<th>Topic</th>
<th>Date</th>
<th>Lecture Content</th>
<th>Seminar Activities</th>
<th>Suggested Readings</th>
</tr>
</thead>
</table>
| Introduction                               | Week 1            | **An introduction to the aim of the course,** followed by an historical overview of PR and advertising. | • Course outline  
• Structure  
• Assessments                                                   | See Moodle for Week 1 readings;  
Review the course outline carefully                                  |
|                                            | L: 02/03/2015     |                                                                              |                                                                                  |                                                         |
|                                            | S: 03/03/2015     |                                                                              |                                                                                  |                                                         |
| Critical perspectives in public relations I| Week 2            | **Earlier approaches:**  
• Communication models,  
• Four models of public relations,  
• Systems theory,  
• The Excellence model. | **Class discussion on the main concepts explained in the lecture.**  
**Group work:**  
• How have communication and PR models evolved throughout the last century?  
• What is the importance of the Excellence model and how does it differ from the others? | See Moodle for Week 2 readings                                      |
|                                            | L: 09/03/2015     |                                                                              |                                                                                  |                                                         |
|                                            | S: 10/03/2015     |                                                                              |                                                                                  |                                                         |
| Critical perspectives in public relations II| Week 3            | **Rhetorical theory:**  
• Critical theory,  
• Feminist critique,  
• Cultural studies,  
• Postmodern theory,  
• Discourse approach. | **Class discussion on the main concepts explained in the lecture.**  
**Group work:**  
• What is the role of rhetorical theory in PR?  
• What are the elements of its various perspectives? | See Moodle for Week 3 readings                                      |
|                                            | L: 16/03/2015     |                                                                              |                                                                                  |                                                         |
|                                            | S: 17/03/2015     |                                                                              |                                                                                  |                                                         |
| Critical perspectives in advertising **Guest lecturer:** Nick Richardson | Week 4            | **Cultural and critical approaches:**  
• 'Culture and civilization' tradition and the Frankfurt School,  
• Postmodernism,  
• Stuart Hall’s encoding/decoding model. | **Class discussion on the main concepts explained in the lecture.**  
**Group work:**  
• What was the role of popular culture and the media according to Frankfurt School scholars?  
• What are the elements of Hall’s encoding/decoding model, and how does it apply to today’s media landscape? | See Moodle for Week 4 readings                                      |
|                                            | L: 23/03/2015     |                                                                              |                                                                                  | Assignment 1 due this week                             |
|                                            | S: 24/03/2015     |                                                                              |                                                                                  |                                                         |
| Advocacy and Activism                      | Week 5            | **An introduction to the use of the following approaches in public relations practice:**  
• advocacy,  
• activism. | **Interactive discussion on the main concepts explained in the lecture.**  
**Group work:** identify either an advocacy or activist campaign.  
**Describe its key messages**                              | See Moodle for Week 5 readings                                      |
<p>|                                            | L: 30/03/2015     |                                                                              |                                                                                  |                                                         |
|                                            | S: 31/03/2015     |                                                                              |                                                                                  |                                                         |</p>
<table>
<thead>
<tr>
<th>Week from 06/04/2015 to 12/04/2015</th>
<th>No lecture</th>
<th>No seminar</th>
<th>Teaching break</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 6</td>
<td>No lecture</td>
<td>No seminar</td>
<td>Postgraduate reading week</td>
</tr>
<tr>
<td>Corporate Social Responsibility and Social Media</td>
<td>Week 7</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>Interactive discussion on the main concepts explained in the lecture. Group work: identify either a CSR or social media campaign. Describe its key messages and techniques to the rest of the class.</td>
</tr>
<tr>
<td>Comparative Advertising and Social Advertising</td>
<td>Week 8</td>
<td>An introduction to the use of the following approaches in advertising: • comparative advertising, • social (network) advertising.</td>
<td>Interactive discussion on the main concepts explained in the lecture. Group work: identify either a comparative or social advertising campaign. Describe its key messages and techniques to the rest of the class.</td>
</tr>
<tr>
<td>A “real-life” activist campaign</td>
<td>Week 9</td>
<td>A professional from a human rights organisation will give a presentation on one of their recent activist campaigns.</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>
</tr>
<tr>
<td>The political economy of PR and advertising</td>
<td>Week 10</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>Shaping the media landscape</td>
<td>Week 11</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>
</tr>
<tr>
<td>How advertising has changed</td>
<td>Week 12</td>
<td>Screening and discussion of the short documentary <em>Decoding Truth and Trust in Advertising</em>. Synopsis: In the past one-hundred years, the face of</td>
<td>Presentations Prepare for presentation Assignment 3 in class this week</td>
</tr>
</tbody>
</table>
the advertising industry has changed. In the early 1900s, consumers received ads through print and then radio and network television entered the scene. Now with the Internet and cable offerings, consumers see and hear hundreds of messages from businesses and corporations. This documentary looks at how the industry has changed and what consequences this has carried in relation to self-regulation.

13. Resources for students

**Recommended readings**


**Additional useful readings**

**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

Social advertising

Comparative advertising

Political economy


Recommended websites
Institute of Public Relations (IPR)’s Social Science of Social Media Research Centre - http://www.instituteforpr.org/social-science-social-media-research/
Public Relations Journal archive - http://www.prsa.org/Intelligence/PRJournal/Archives/#.VMGY2TLdSU

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

14. Course evaluation and development
Informal feedback about the course is welcomed and encouraged throughout the semester by the course convenor. 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.