MDIA5004

Media and Public Relations

Semester One // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Michael Kent	z3524095@unsw.edu.au	TBA	231Q Robert Webster	93859814

School Contact Information

Room 312, level 3 Robert Webster Building

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

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 attendance protocols in the Faculty of Arts and Social Sciences: https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Academic Information

For essential student information relating to: 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 academic information, see https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Course Details

Credit Points 6

Summary of the Course

This course introduces students to public relations writing and management and develops their understanding of public relations in the Australian media environment. Students will learn the basics of writing a media release, managing a press conference and dealing with media enquiries. The writing component of the course will include writing for the internet, speeches, publications, campaigns, reports and crisis communications. As well as learning to write across a range of genres, students will learn to write for a selected audience. This course will also cover the ways that new media technologies influence media and public relations. Students will be taught techniques for using these technologies for media and public relations purposes. Students will also learn the professional conventions and engage with the ethical and legal issues associated with public relations.

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

1. Write a press release and a letter to the editor/opinion piece
2. Organise a media conference
3. Develop and implement a media relations campaign working in a group
4. Write media materials for a media relations campaign
5. Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Teaching Strategies

This course will be taught face to face in a lecture theatre environment but there will be a strong emphasis on encouraging student participation in the process of learning. Students will be actively engaged in solving problems posed by the lecturer. Student learning will be enhanced by the use of case studies and by group work in which students will be asked to produce media and public relations materials and campaigns for a real client.

The content of this course and its teaching approach is designed to enable students to develop particular communications skills that will enhance their practice and work in the field of media and public relations. It reflects my position that their practice within the field will require advanced levels of communication to enable ongoing development.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Media plan for Non-Profit Organisation	30%	18/05/2018 12:00 AM	2,3,5
Letter to the Editor or Opinion Piece	35%	20/04/2018 12:00 AM	1,5
Media Release	35%	23/03/2018 12:00 AM	4,5

Assessment Details

Assessment 1: Media plan for Non-Profit Organisation

Start date: Not Applicable

Details: Group Assessment Media Plan for Non-Profit Organisation (1500 words). Groups will typically consist of 3 to 5 students. This is the final assessment task.Written feedback will be provided by teaching staff.

Additional details:

Assessment

Assessment Items to Learning Outcomes

Media Release

- Write media materials for a media relations campaign.
- Demonstrate an understanding of the theoretical frameworks relevant to media and public relations.

Letter to the Editor or Opinion Piece

- Write a letter to the editor or an opinion piece.
- Demonstrate an understanding of theoretical frameworks relevant to media and public relations.

Media plan for Non-Profit Organisation

- Organise a media conference.
- Develop and understand how to implement a media relations campaign working in a group.
- Demonstrate an understanding of theoretical frameworks relevant to media and public relations.

Assessment & Weight	Length	Due date	Feedback

Media Release (35%)	Media release (300 words) + rationale (500–800 words)	Friday, March 23	Comments and grade on Turnitin, or written feedback.
Letter to Editor or Opinion Piece (35%)	**EITHER** Letter to the editor (200 words) + rationale (500–800 words) **OR** opinion piece (800 words) + rationale (500–800 words)	Friday, April 20	Comments and grade on Turnitin, or written feedback.
Media plan, Non-Profit Organisation (30%)	*Group assessment:* Media Plan, Non-Profit Organisation (1,500-words)	Friday, May 18	Comments and grade on Turnitin

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

Assessment 2: Letter to the Editor or Opinion Piece

Start date:

Details: Letter to the editor (200 words) + rationale (500-800 words) OR opinion piece (800 words) + rationale (500-800 words).Written feedback will be provided by teaching staff.

Additional details:

Assessment

Assessment Items to Learning Outcomes

Media Release

- Write media materials for a media relations campaign.
- Demonstrate an understanding of the theoretical frameworks relevant to media and public relations.

Letter to the Editor or Opinion Piece

- Write a letter to the editor or an opinion piece.
- Demonstrate an understanding of theoretical frameworks relevant to media and public relations.

Media plan for Non-Profit Organisation

- Organise a media conference.
- Develop and understand how to implement a media relations campaign working in a group.
- Demonstrate an understanding of theoretical frameworks relevant to media and public relations.

Assessment & Weight	Length	Due date	Feedback

Media Release (35%)	Media release (300 words) + rationale (500–800 words)	Friday, March 23	Comments and grade on Turnitin, or written feedback.
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Media plan, Non-Profit Organisation (30%)	*Group assessment:* Media Plan, Non-Profit Organisation (1,500-words)	Friday, May 18	Comments and grade on Turnitin

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

Assessment 3: Media Release

Start date:

Details: Media release (300 words) + rationale (500-800 words).Written feedback will be provided by teaching staff.

Additional details:

Assessment

Assessment Items to Learning Outcomes

Media Release

- Write media materials for a media relations campaign.
- Demonstrate an understanding of the theoretical frameworks relevant to media and public relations.

Letter to the Editor or Opinion Piece

- Write a letter to the editor or an opinion piece.
- Demonstrate an understanding of theoretical frameworks relevant to media and public relations.

Media plan for Non-Profit Organisation

- Organise a media conference.
- Develop and understand how to implement a media relations campaign working in a group.
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Media plan, Non-Profit Organisation (30%)	*Group assessment:* Media Plan, Non-Profit Organisation (1,500-words)	Friday, May 18	Comments and grade on Turnitin

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

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, assessment tasks 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 (14) 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 (21) 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 webstie:
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 (http://www.lc.unsw.edu.au/). 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.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose

- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW. (http://subjectguides.library.unsw.edu.au/elise/aboutelise)

Course Schedule

Timetable

Date	Type	Content
Week 1: 26 February - 4 March		**Kent & Booker** **Week 1: Introduction to Media Relations and Public Relations** **February 26 Monday** Johnston, J. (2013). *Media relations: Issues and strategies* (2nd edition), Crows Nest NSW: Allen & Unwin. pp. 1–8. Mahoney, J (2017). *Public relations writing (third edition).* Melbourne: Oxford University Press. Front matter and Chapters One and Two, pp. v–43. Napoli, P. M., Taylor, M., & Powers, G. (1999). Writing activities of public relations practitioners: The relationship between experience and writing tasks. *Public Relations Review 25*(3), 369–380. Stanton, R 2007, *Media Relations*, Melbourne: Oxford University Press pp. 1–8.
Week 2: 5 March - 11 March		**Kent & Booker** **Week 2: Media relations and liaison: What is news | Rhetoric and the Rhetorical Situation | Framing** **March 5 Monday** Bitzer, L. F. (1968). The rhetorical situation. Philosophy & Rhetoric 1(1), 1–14. Hallahan, K. (1999). Seven models of framing: Implications for Public Relations. *Journal of Public Relations Research, 11*(3), 205–242. Mahoney, J (2017). *Public relations writing (third edition).* Melbourne: Oxford University Press. Chapter Five pp. 87–106.

Week 3: 12 March - 18 March		**Kent & Booker** **Week 3: Writing a media release: What the journalist wants** **March 12 Monday** Mahoney, J. (2017). *Public relations writing (third edition).* Melbourne: Oxford University Press. Chapter 6, pp. 107–109, p xxix.
Week 4: 19 March - 25 March		**Kent & Booker** **Week 4: Non-profit organisations: Advocating a cause** **March 19 Monday** Bales, S., & Gilliam, F. D. Jr. (2004, April). "Communications for social good," *Foundation Centre*. www.foundationcenter.org/gainknowledge/research/pdf/practicematters_08_execsum.pdf. Johnston, J and Zawawi, C 2009, *Public Relations Theory and Practice* (3rd edition), Sydney: Allen & Unwin, pp. 443–449.
Week 5: 26 March - 1 April		**NOTE: Kent and Booker's schedules diverge slightly after week 5 because of the holiday. See the proper course syllabus for details DO NOT TRUST THESE DATES AS ABSOLUTE** **Kent** **Week 5: Opinion writing | Writing for Social Media and the Web** **March 26 Monday** Mahoney, J (2017). *Public relations writing (third edition).* Melbourne: Oxford University Press. pp. 146–174. Wilcox, D. (2009). *Public relations writing and media techniques* (7th edition), Boston: Pearson, Allyn & Bacon. pp. 183–188. www.smh.com.au/national/hello-and-welcome-to-a-day-in-the-strife-of-the-letters-editor-20110913-1k7l5.html20110913-1k7l5.html **Booker**

		Week 5: March 30, Good Friday Holiday
Break: 2 April - 8 April		
Week 6: 9 April - 15 April		**Kent** **Week 6: April 9 Monday (Master's Reading Week). Note: Kent (Monday) will hold class this day if there are no objections.** **Week 6: Media plan: Research, Strategy and Planning | MBO, Goals, Objectives, Strategies, Tactics** **April 9 Monday** Johnston, J. (2013). *Media relations: Issues and strategies* (2nd edition), Crows Nest NSW: Allen & Unwin. pp. 99–101. Kent, M. L., (2011). *Public relations writing: A rhetorical approach.* Boston: Allyn & Bacon., Chapter One, pp. 6–14. Mahoney, J (2017). *Public relations writing (third edition).* Melbourne: Oxford University Press. Chapters Three and Four, pp. 47–80. Stanton, R. (2007). *Media relations*. Melbourne: Oxford University Press. pp. 33–35, 38–45. Wilcox, D. (2009). *Public relations writing and media techniques* (6th edition), Boston: Pearson, Allyn & Bacon. pp. 483–502.
Week 7: 16 April - 22 April		**Kent** **Week 7: Media plan: Tactics, Timelines and Budgets, Evaluation** **April 16 Monday** McElreath, M. P. (1997). *Managing systematic and ethical public relations campaigns (second edition).* New York: McGraw-Hill. Chapter Eight, pp. 273–316. Mahoney, J (2017). *Public relations writing (third edition).* Melbourne: Oxford University Press. Chapter, Eleven, 229–242, review chapters Five and Seven. Wilcox, D (2013). *Public relations writing and media techniques* (7th edition), Boston: Pearson, Allyn &

		Bacon. pp. 142–144.
Week 8: 23 April - 29 April		**Kent** **Week 8: Evaluation of media relations plans** **April 23 Monday** Mahoney, J (2017). *Public relations writing (third edition).* Melbourne: Oxford University Press. Chapter 12, pp. 243–end. Xavier, R, et al. (2005). Using evaluation techniques and performance claims to demonstrate public relations impact: an Australian perspective. *Public Relations Review, 31*(3), 417–424. MacNamara, J. (2014). Emerging international standards for measurement and evaluation of public relations: A critical analysis. *Public Relations Inquiry, 3*(1), 7–29.
Week 9: 30 April - 6 May		**Kent** **Week 9: Understanding Big Data and Analytics** **April 30 Monday** Borgatti, S. P., Mehra, A., Brass, D. J., & Labianca, G. (2009). Network analysis in the social sciences. *Science, 323*(5916), 892–895. Carrington, P. J. & Scott, J. (2011). Introduction. In J. Scott, J., & P. J. Carrington (Eds.), *The SAGE handbook of social network analysis* (pp. 1–8). Thousand Oaks, CA: Sage. Kent, M. L., Carr, B. J., Husted, R. A., Pop, R. A. (2011). Learning Web analytics: A tool for strategic communication. *Public Relations Review, 37*(4), 536–543. Kent, M. L., Sommerfeldt, E. J., & Saffer, A. J. (2016). *Social networks, power, and public relations: Tertius Iungens as a cocreational approach to studying relationship networks.* Public Relation Review 42(1), 91–100.
Week 10: 7 May - 13 May		**Kent** **Week 10: Ethics and Corporate Social Responsibility**

		Arthur Page Ethics Modules: **May 7 Monday** Kent, M. L., & Taylor, M. (2016). From homo economicus to homo dialogicus: Rethinking social media use in CSR communication. *Public Relation Review, 42*(1), 60–67. Regester, M. & Larkin, J. 2008, *Risk Issues and Crisis Management: A Casebook of Best Practice* (4th edition), London: Kogan. pp. 73–93. Wilcox, D. (2013). *Public relations writing and media techniques* (7th edition), Boston: Pearson, Allyn & Bacon. pp 53–55.
Week 11: 14 May - 20 May		**Kent** **Week 11: Dealing With the Media in a Crisis** **May 14 Monday** Coombs, W. T. (2007). Protecting organization reputations during a crisis: The development and application of situational crisis communication theory. *Corporate Reputation Review, 10*(3), 163–176. Johnston, J 2013 *Media Relations: Issues and Strategies* (2nd edition), Crows Nest, NSW, Australia: Allen & Unwin, pp. 85–95. Regester, M., & Larkin, J. (2008). *Risk issues and crisis management: A casebook of best practice* (4th edition). London: Kogan Page. pp. 20–24, 192–198.
Week 12: 21 May - 27 May		**Kent** **Week 12: Media conference: A practical scenario** **May 21 Monday** Johnston, J. & Zawawi, C. (2009). *Public relations theory and practice (3rd edition).* Sydney: Allen & Unwin. pp. 257–261.
Week 13: 28 May - 3 June		**Kent** **Week 13: REPLACED Week 6: See main syllabus for details.**

Resources

Prescribed Resources

All readings apart from the required course text are provided to students via PDF or e-book format.

Recommended Resources

Recommended Resources

Johnston, J. (2013). *Media relations: Issues and strategies (2nd edition).* Crows Nest, NSW, Australia: Allen & Unwin.

Johnston, J. & Zawawi, C. (2009). *Public relations theory and practice (3rd edition).* Sydney: Allen & Unwin.

Kent, M. L., (2011). *Public relations writing: A rhetorical approach.* Boston: Allyn and Bacon

Regester, M. & Larkin, J. (2008). *Risk Issues and crisis management: A casebook of best practice (4th edition).* London: Kogan Page.

Stanton, R. (2007). *Media relations.* Melbourne: Oxford University Press.

Wilcox, D. (2013), *Public Relations Writing & Media Techniques* (7th edition). Boston: Pearson, Allyn & Bacon.

The recommended readings can be accessed through the University library online. Type in MDIA5004 to get access to the readings.

Course Evaluation and Development

This is my first time teaching this course. We have updated the book to the latest edition, I have added new readings, and I have switched out three weeks of the course from the prior course structure and replaced them with updated topics of interest to curret professionals: analytics, ethics, networks, etc.

Image Credit

Bodies & Interfaces 2016

CRICOS

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