



**UNSW**  
SYDNEY

Australia's  
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University



## **MDIA2007**

Political Communication

Semester Two // 2018

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Michael Richardson	michael.richardson@unsw.edu.au	Monday, 10am-12pm	Webster 231C	9385 8531

### School Contact Information

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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**

Subject Area: *Media*

This course explores the central role of communication in contemporary politics from both an academic and practitioner perspective. As you develop a critical understanding of language, image and emotion in political communication, you also will learn how to strategically frame issues through values, how to use polling and other research, and how to write speeches, messages and advertisements to change minds and win votes. Grounded in an ethical and a critical understanding of the role of public relations and advertising in the political process, you will also be introduced to the roles performed by media and communications professionals in politics, government and advocacy. Via active learning in practice-based tutorials and detailed case studies, you will gain a critical understanding of the role of communications in contemporary politics and build a foundation of skills in researching, planning and executing political communications.

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

1. Use theoretical knowledge as well as practical skills as political consultants.
2. Explain theories, issues and trends relevant to areas of political communication.
3. Critically evaluate success and failure in political campaign cases.
4. Use the tools of political marketing and apply the strategy of image making.
5. Understand the role of campaign communicator for government, party and community organisations.

### **Teaching Strategies**

The course offers students the opportunity to extend their PR and advertising skills and knowledge to the theory and practice of political communications. Lectures provide insights into key theories and case studies, building on and extending ideas encountered in the set readings. Tutorials employ active learning strategies, structured around group-based practical tasks relevant to working in the profession of political communications. Students receive ongoing support and feedback on in-class work, while assessments reflect the integrated academic and practitioner perspectives around which the course is based.

## Assessment

There are three assessment components: in order to pass the course you must seriously attempt and submit or fulfil all of its assessment components. Take the time to carefully read the Assessment Criteria, as these are what you will be graded on. Assessment combines academic and practical tasks to develop your skills in writing, research and analysis applicable, particularly for further study of or work in the field political communication.

Detailed instructions for the assessments are available on Moodle, along with links for the submission of each task.

### Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Tutorial portfolio	25%	Not Applicable	1,3,4,5
Campaign strategy	40%	11/10/2018 11:59 PM	1,4,5
Essay	35%	26/10/2018 11:59 PM	2,3

### Assessment Details

#### Assessment 1: Tutorial portfolio

**Start date:** Not Applicable

**Length:** In-Class Tasks

**Details:** In groups of 4-5, students complete practical, in-class activities over 5 weeks, equivalent to approx. 500 words. Students receive feedback verbally and via marking rubric.

#### Additional details:

The tasks that make up this assessment do not require any work outside class, beyond the normal tutorial preparation.

**Submission notes:**In-class, Weeks 4-8.

**Turnitin setting:** This is not a Turnitin assignment

#### Assessment 2: Campaign strategy

**Start date:**

**Length:** 3,000 words

**Details:** Individual, 3,000 word practical writing task. Students will receive written feedback and a numerical grade.

**Additional details:**

This task draws on skills and knowledge developed through the in-class tasks in Assessment 1. Detailed instructions are available on Moodle.

**Submission notes:** Submit via Turnitin, with non-text elements (if applicable) submitted to second submission link

**Turnitin setting:** This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

**Assessment 3: Essay**

**Start date:**

**Length:** 2,000 words

**Details:** Individual, 2,000 word essay. This is the final assessment task for attendance purposes. Students will receive written feedback and a numerical grade.

**Additional details:**

Detailed instructions are available on Moodle, including the essay questions.

**Turnitin setting:** This assignment is submitted through Turnitin and students can 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](mailto: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

Students are responsible for the submission of assessment tasks by the required dates and times. Depending on the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

### ***Task with a non-percentage mark***

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

*Example:* A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore  $17 - [25 (0.05 \times 3)] = 13.25$

### ***Task with a percentage mark***

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

*Example:* A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore  $68 - 15 = 53$

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

## 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/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate 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.

**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

[View class timetable](#)

## Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	Communication and the Political Process
	Tutorial	<b>TUTORIALS START IN WEEK 1!</b>  Introductions and opening discussion.
Week 2: 30 July - 5 August	Lecture	Politics and Publics
	Tutorial	Activities and case studies.
Week 3: 6 August - 12 August	Topic	NO CLASSES IN WEEK 3.
Week 4: 13 August - 19 August	Lecture	Political Communication and the Media.
	Tutorial	Campaign HQ Task #1.
Week 5: 20 August - 26 August	Lecture	Political Leaders
	Tutorial	Campaign HQ Task #2.
Week 6: 27 August - 2 September	Lecture	Campaigns (I) – Strategy
	Tutorial	Campaign HQ Task #3.
Week 7: 3 September - 9 September	Lecture	Campaigns (II) – Framing and Messaging
	Tutorial	Campaign HQ Task #4.
Week 8: 10 September - 16 September	Lecture	Campaigns (III) – Speeches
	Tutorial	Campaign HQ Task #5.
Week 9: 17 September - 23 September	Lecture	Campaigns (IV) – Advertising
	Tutorial	Discussion and activities, followed by Assessment 2: Campaign Strategy briefing and workshop.
Break: 24 September - 30 September		
Week 10: 1 October - 7 October	Lecture	Campaigns (V) – Social Media and Grassroots Organising
	Tutorial	Discussion and activities, followed by workshop on Assessment 3: Campaign Strategy.
Week 11: 8 October - 14 October	Lecture	Critical Events
	Tutorial	Discussion. Workshop for Assessment 2: Campaign Strategy.
Week 12: 15 October - 21 October	Lecture	Government Communication and Lobbying
	Tutorial	Activities and discussion.
	Assessment	Assessment 2: Campaign Strategy is due Tuesday 3 October
Week 13: 22 October - 28 October	Lecture	Politics in Crisis?
	Tutorial	Course wrap-up, reflections, and Assessment 3: Essay workshop.
	Assessment	Assessment 3: Essay is due Friday 26 October.

## **Resources**

### **Prescribed Resources**

All required readings and other preparatory materials are available on Moodle.

### **Recommended Resources**

Most weeks there are optional further readings, which are available on Moodle.

### **Course Evaluation and Development**

Your feedback is essential to improving this course. In addition to the end-of-semester MyExperience surveys, you will have the opportunity to provide feedback mid-way through semester and through informal discussion in the final tutorial. You are also welcome to visit or email me at time with suggestions or concerns.

Feedback is considered in relation to the learning outcomes and overall course experience. Based on feedback last year, the Campaign Strategy task was moved from the end of semester to immediately follow the Campaign HQ tasks. This was done to more closely link together the skills and knowledge developed through the topics and in-class activities in the first eight weeks of semester.

### **Image Credit**

Thomas Hawk, 29 October 2008

### **CRICOS**

CRICOS Provider Code: 00098G