MDIA5004

Media and Public Relations

Term Two // 2020

School of the Arts and Media // UNSW Arts and Social Sciences

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Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Michael Kent	z3524095@unsw.edu.au	Office hours will be set with students.	NA	NA

School Contact Information

School of the Arts and Media

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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.

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.

Course Learning Outcomes

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
Letter to the Editor or Opinion Piece	35%	26/06/2020 05:44 PM	1,5
Media plan for Non-Profit Organisation	30%	17/07/2020 05:47 PM	2,3,5
Media Release	35%	07/08/2020 05:48 PM	4,5

Assessment Details

Assessment 1: Letter to the Editor or Opinion Piece

Start date: Not Applicable

Length: See syllabus.

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.

Submission notes:See syllabus for details.

Assessment 2: Media plan for Non-Profit Organisation

Start date:

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:

See syllabus for details.

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:

See syllabus for details.

Resources

Prescribed Resources

See the syllabus on Moodle for complete details.

Recommended Resources

Course Evaluation and Development

Submission of Assessment Tasks

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

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

- 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