



UNSW Course Outline

MDIA5032 From Text to Talk: Finding Your Voice - 2024

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General Course Information

Course Code : MDIA5032

Year : 2024

Term : Term 2

Teaching Period : T2

Is a multi-term course? : No

Faculty : Faculty of Arts, Design and Architecture

Academic Unit : School of the Arts and Media

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

Influential presentations and insightful interviews can shape narratives and reveal truths, pivotal skills in public relations, advertising, journalism, or for anyone seeking to persuade the public sphere. This course focuses on honing your presentation and interviewing abilities while

teaching you how to effectively manage press conferences. We will delve into the art of persuasive speaking, perfecting compelling pitches, speeches, and interviews. Additionally, we'll explore strategies for planning, coordinating, and executing successful media conferences. All these practical skills will be grounded in time-honoured theories of persuasive oral communication, enhancing your understanding of effective communication's underlying mechanics.

Relationship to Other Courses

Not Applicable

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Demonstrate the principles of effective script-writing for public speaking.
CLO2 : Exhibit effective professional public speaking skills.
CLO3 : Demonstrate an in-depth knowledge and understanding of the theory and practice of professional public speaking.

Course Learning Outcomes	Assessment Item
CLO1 : Demonstrate the principles of effective script-writing for public speaking.	<ul style="list-style-type: none">• Research paper• Script writing
CLO2 : Exhibit effective professional public speaking skills.	<ul style="list-style-type: none">• Exam• Script writing
CLO3 : Demonstrate an in-depth knowledge and understanding of the theory and practice of professional public speaking.	<ul style="list-style-type: none">• Research paper• Exam

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

See Moodle for more detail

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Research paper Assessment Format: Individual	40%	Start Date: 17/06/2024 12:00 AM Due Date: 30/06/2024 11:59 PM
Script writing Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: Not Applicable
Exam Assessment Format: Individual	30%	Start Date: 07/08/2024 12:00 PM Due Date: 08/08/2024 12:00 PM

Assessment Details

Research paper

Assessment Overview

Students write a research paper on theories pertaining to the art of performative persuasion.

2,000 words

Feedback via LMS

Course Learning Outcomes

- CL01 : Demonstrate the principles of effective script-writing for public speaking.
- CL03 : Demonstrate an in-depth knowledge and understanding of the theory and practice of professional public speaking.

Detailed Assessment Description

Assessment 1: Comparative Speech Analysis

Select one topic from the provided list on Moodle, each featuring two or more speeches. Your task is to compare these speeches and determine which one is more effective. Provide a detailed analysis explaining your choice, focusing on the rhetorical and persuasive techniques utilised in each speech.

Objectives:

- Identify and Analyze: Clearly identify the more effective speech and analyse the specific techniques that contribute to its success.
- Critique and Suggest Improvements: Offer a constructive critique of the less effective speech, suggesting how it could be improved by applying different rhetorical strategies and techniques.

Submission Requirements:

- Submit a structured analysis of 12000 words through Turnitin.
- Your analysis should include specific examples from the speeches to support your evaluations and suggestions.
- Ensure your submission is well-organised, with clear arguments and professional language.

See Moodle for more detail

Assessment Length

2000 words

Assignment submission Turnitin type

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

Script writing

Assessment Overview

Students write and deliver a 7 to 10-minute speech, presentation, etc. The scripts written will be delivered by other students in the class. Each student, then, both writes and delivers.

Feedback via LMS

Course Learning Outcomes

- CL01 : Demonstrate the principles of effective script-writing for public speaking.
- CL02 : Exhibit effective professional public speaking skills.

Detailed Assessment Description

Students will develop and deliver a presentation on a topic relevant to the themes discussed in the course. This presentation should demonstrate your understanding of effective communication strategies, persuasive speech techniques, and audience engagement.

Presentation Task:

- Select a Topic: Choose a topic from a list to be provided.
- Develop Content: Craft a compelling presentation that showcases your ability to apply rhetorical techniques and persuasion strategies.
- Deliver Presentation: Present your content in a tutorial session (Week 7 to 10) to be determined in Week 1 tutorial. Students are encouraged to use visual aids to enhance your delivery.

To be presented in Weeks 7 to 10 tutorials. See From Text to Talk Moodle for more details.

Assessment Length

7 to 10 minute presentation

Submission notes

Submit presentation slides prior to your presentation

Assignment submission Turnitin type

Not Applicable

Exam

Assessment Overview

With particular attention to course reading material, the examination tests student knowledge and understanding of professional performative communication.

Feedback via LMS

Course Learning Outcomes

- CLO2 : Exhibit effective professional public speaking skills.
- CLO3 : Demonstrate an in-depth knowledge and understanding of the theory and practice of professional public speaking.

Detailed Assessment Description

The Exam Essay will require the analysis of both a speech and the ensuing media conference delivered by a notable figure, using the provided video and transcript. Your analysis should focus on the effectiveness of the communication strategies employed in both the speech and the media interaction.

Essay Task:

- Critically evaluate the persuasive techniques used in the speech.
- Assess how effectively the speaker handles the press conference, particularly focusing on their responses to journalists' questions.
- Discuss the consistency and coherence between the speech and the media conference responses.

See From Text to Talk Moodle for more detail

Assessment Length

1,500 words

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity

reports.

General Assessment Information

Grading Basis

Standard

Requirements to pass course

Each assessment must be attempted to pass the unit.

Students are expected to attend all lectures and classes for the School of the Arts & Media (SAM) courses in which they are enrolled.

Students who fail to attend at least 80% of tutorials run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	Persuasion and Rhetoric This week is an introduction to the unit and the concepts and theories to be discussed. Explore the foundational theories of persuasion including Aristotle's rhetorical appeals and modern psychological insights to understand how to effectively change minds.
	Tutorial	Includes discussion of the unit structure, assessment requirements and allocating Assessment 2 presentation weeks.
Week 2 : 3 June - 9 June	Lecture	This week examines the importance of originality and authenticity in communication, and learn from notable failures to grasp how risks can lead to both setbacks and breakthroughs.
	Tutorial	Discussion and exercises related to the week's topic and readings.
Week 3 : 10 June - 16 June	Lecture	This week delves into various storytelling frameworks and narrative techniques, discussing their power in crafting engaging stories that resonate across different media.
	Tutorial	Discussion and exercises related to the week's topic and readings.
Week 4 : 17 June - 23 June	Lecture	This week's focus is on the creation of engaging content tailored for oral delivery, emphasising structure, clarity, and audience engagement.
	Tutorial	Discussion and exercises related to the week's topic and readings.
Week 5 : 24 June - 30 June	Lecture	This week explores presentation skills, including the use of visual aids, body language, and voice modulation to captivate diverse audiences.
	Tutorial	Discussion and exercises related to the week's topic and readings.
	Assessment	Assessment 1 Presentation Analysis due 11:59pm Sunday 30th June.
Week 6 : 1 July - 7 July	Other	Class Free Week. No lectures or tutorials this week
Week 7 : 8 July - 14 July	Lecture	This week delves into strategies for reframing narratives, setting agendas, and understanding the use and impact of spin in shaping public perception and media landscapes
	Tutorial	Discussion and exercises related to the week's topic and readings. Assessment 2 presentations in tutorials
	Assessment	Assessment 2 presentations in tutorials
Week 8 : 15 July - 21 July	Lecture	This week examines both sides of the interview process, from asking probing questions as an interviewer to delivering concise and thoughtful responses as an interviewee
	Tutorial	Discussion and exercises related to the week's topic and readings. Assessment 2 presentations in tutorials
	Assessment	Assessment 2 presentations in tutorials
Week 9 : 22 July - 28 July	Lecture	This week, gain insights into organising and executing effective media conferences and junkets, focusing on message control, media relations, and strategic communication.
	Tutorial	Discussion and exercises related to the week's topic and readings. Assessment 2 presentations in tutorials
	Assessment	Assessment 2 presentations in tutorials
Week 10 : 29 July - 4 August	Lecture	This week will review the course material with a focus on ethical considerations and emerging trends in persuasive communication, preparing for the final assessment.
	Tutorial	Discussion and exercises related to the week's topic and readings. Assessment 2 presentations in tutorials
	Assessment	Assessment 2 presentations in tutorials
Week 11 : 5 August - 11 August	Assessment	Assessment 3 Essay Submission due.

Attendance Requirements

SAM attendance guidelines.

Students are expected to attend all lectures and classes for the School of the Arts & Media (SAM) courses in which they are enrolled.

Students who fail to attend at least 80% of tutorials run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for [Special Consideration](#), accompanied by appropriate documentation.

General Schedule Information

Unit structure

Week 1: Persuasion and Rhetoric

Week 2: Originality, Authenticity, and Failure

Week 3: Storytelling and Narrative Techniques

Week 4: Crafting Compelling Content

Week 5: Presenting Skills

Week 6: Class Free Period

Week 7: Reframing, Agenda Setting, and Spin

Week 8: Mastering Interviews

Week 9: The Media Conference and Junket

Week 10: Ethics, Trends and Review

Course Resources

Prescribed Resources

Not set text. See From Text To Talk Moodle for weekly readings.

Recommended Resources

Weekly readings available via Moodle.

Additional Costs

Not Applicable

Course Evaluation and Development

Through the MyExperience process and via informal conversations.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Dan Andrew		Webster 231L			Yes	Yes

Other Useful Information

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines> for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;

- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- **Inappropriate paraphrasing:** Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original 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 for the purpose of them plagiarising, 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.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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 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

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

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 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, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

School Contact Information

School of the Arts and Media

Location: Room 312, Level 3 Robert Webster Building

Opening Hours: Monday -Friday, 9am - 5 pm

Email: sam@unsw.edu.au

Phone: +612 9385 4856

web: <https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media>