UNSW Course Outline

MDIA5004 Media Relations - 2024

Published on the 13 May 2024

General Course Information

Course Code : MDIA5004
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

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

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 Aims

This course aims to teach students to:

1. To understand and develop interpersonal, organizational, media and communication skills

2. To understand the planning and implementation of media relations plans

3. To formulate strategies for building relationships with media producers

4. To be able to produce communications suitable for media relations

5. To develop an appreciation of the theoretical underpinnings of media relations

6. To think critically about the ethical dimensions of media and public relations

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Write a press release and a letter to the editor/opinion piece
CLO2 : Organise a media conference
CLO3 : Develop and implement a media relations campaign working in a group
CLO4 : Write media materials for a media relations campaign
CLO5 : Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Course Learning Outcomes	Assessment Item
CLO1 : Write a press release and a letter to the editor/opinion piece	• Letter to the Editor or Opinion Piece
CLO2 : Organise a media conference	• Media plan for Non-Profit Organisation
CLO3 : Develop and implement a media relations campaign working in a group	• Media plan for Non-Profit Organisation
CLO4 : Write media materials for a media relations campaign	• Media Release
CLO5 : Demonstrate an understanding of theoretical frameworks relevant to media and public relations	• Letter to the Editor or Opinion Piece • Media Release • Media plan for Non-Profit Organisation

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Letter to the Editor or Opinion Piece	35%	Due Date: 23/06/2024 11:59 PM
Media Release	35%	Due Date: 14/07/2024 11:59 PM
Media plan for Non-Profit Organisation	30%	Due Date: 04/08/2024 11:59 PM

Assessment Details
Letter to the Editor or Opinion Piece

Assessment Overview

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.

Course Learning Outcomes

- CLO1 : Write a press release and a letter to the editor/opinion piece
- CLO5 : Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Assessment Length

See syllabus.

Submission notes

See syllabus for details.

Assessment information

Write either a letter to the editor on a topic relevant to your media relations campaign, or write an opinion/editorial article relevant to your media relations campaign. Demonstrate an understanding of theoretical frameworks relevant to media and public relations. A1 and A2 involve writing materials for use in a A3 (Media Plan).

Media Release

Assessment Overview

Media release (300 words) + rationale (500-800 words).

Written feedback will be provided by teaching staff.

Course Learning Outcomes

- CLO4 : Write media materials for a media relations campaign
- CLO5 : Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Assessment information

Media release (300 words) + rationale (500–800 words). Write a media release that might be part of your media relations campaign. Demonstrate an understanding of the theoretical frameworks relevant to media and public relations.

Assignment submission Turnitin type

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

Media plan for Non-Profit Organisation

Assessment Overview

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.

Course Learning Outcomes

- CLO2 : Organise a media conference
- CLO3 : Develop and implement a media relations campaign working in a group
- CLO5 : Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Assessment information

Develop a media relations campaign around an existing organisational activity (1,500 words).

Develop and understand how to implement a media relations campaign working in a group. Demonstrate an understanding of the various theoretical frameworks relevant to media and public relations. A3 involves preparing a Media Plan for a nonprofit organisation that your group selected. As a group assessment, however, unlike A1+A2, for A3 you will work WITH the members of your group ON the shared assignment, and ALL group members will receive the SAME grade.

Assignment submission Turnitin type

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

General Assessment Information

MDIA 5004 is based around writing. **A1** (Letter to editor OR Opinion piece) and **A2** (Media release) involve writing materials for use in **A3** (Media Plan). Both **A1** and **A2** are *individual* assessments, while **A3** is a *group* assessment.

You will need to select a real non-profit organisation for all three of the assessments. The top priority in selection of your organisations will be their **social significance**. Religious and political organisations are excluded.

More assignment details will be provided in the first lecture, and during other lectures before the assignments are due, but you can get a head start on the assessments by thinking about possible non-profit organisations that you might be interested in learning about.

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Topic	Introduction to Media Relations: Writing in Public Relations
Week 2 : 3 June - 9 June	Topic	What is News(worthy)? (Developing messages, Framing, and Persuasion)
Week 3 : 10 June - 16 June	Topic	Core Speech Values (Writing For Publics)
Week 4 : 17 June - 23 June	Topic	All Media Is Social (Evolving PR Writing Styles)
Week 5 : 24 June - 30 June	Topic	Show Me The... ROI (Strategies, Tactics, Timelines and Budgets)
Week 6 : 1 July - 7 July	Topic	Break week
Week 7 : 8 July - 14 July	Topic	Block Or Subscribe? (Human and Non-human Social Media Influencers)
Week 8 : 15 July - 21 July	Topic	The Weight of Big Data (Understanding Big Data + Analytics for PR)
Week 9 : 22 July - 28 July	Topic	Do The Right Thing/s (PR Ethics, CSR, CSA)
Week 10 : 29 July - 4 August	Topic	How and When and Why to Say You're Sorry (Especially If You Are) ... ... (Crisis Communication)

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

General Schedule Information

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 Resources

Prescribed Resources

See the syllabus on Moodle for complete details.

Course Evaluation and Development

Student feedback is encouraged through both informal feedback directly to lecturers and through the formal MyExperience survey conducted at the end of the course by the University. This feedback in the past has been incorporated in the design of the content and the teaching strategies. For example in the past, students asked for more practical and current examples of theories and hands-on practice for assessments. The group exercise has been particularly designed to meet these needs

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Lewen Wei		231Q, Robert Webster Building (G14)		See Moodle for consultation hours.	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 Plagarism

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