# Topic Topic: Strategic Communication and Public Trust: Managing Ethical Boundaries in the Irish Defence Forces in the Era of Social Media and Disinformation

# Instructions for Analysing Presentation Content

This document consolidates relevant material from the Joint Command and Staff Course (TS\_16\_2022\_JOINT\_COMMAND\_AND\_STAFF\_CSE.pdf) and the CLEM module examination (EXAM\_Advance\_Sheet.pdf). It is designed as an instruction set for analysing future presentation content, ensuring compliance with Defence Forces educational aims and Maynooth University academic standards.

## 1. Course Context

The Joint Command and Staff Course (JCSC) represents the cornerstone of professional military education in the Defence Forces. It prepares officers for operational and strategic appointments, and is accredited at postgraduate (MA) level through Maynooth University. The course emphasises critical thinking, leadership, defence management, strategy, and research.

## 2. Presentation Assessment Requirements

As part of the Command, Leadership, Ethics & Management (CLEM) module, students are assessed through group presentations. Key requirements include:

* • Duration: 20–30 minutes per group (depending on size).
* • Structure: Succinct summary of analysis, conclusions, and recommendations.
* • Delivery: Equal speaking time among members; flexible use of aids (PowerPoint optional).
* • Questions: One group-level and one individual-level Q&A session with assessors.
* • Referencing: Academic integrity and Maynooth University referencing policy must be observed.

## 3. Marking Criteria

The marking rubric allocates 180 marks, divided as follows:

* • Content – 40%: Use of sources, depth of research, accuracy, theoretical framework.
* • Analysis – 40%: Evaluation, logic, reasoning, synthesis, and argument quality.
* • Style – 10%: Expression, tone, and presentation flow.
* • Individual Contribution – 10%: Knowledge, accuracy, logic, and reasoning.

## 4. Analytical Instructions

When analysing presentation content, apply the following criteria:

* • Evaluate depth and relevance of research sources used.
* • Assess the logical flow of arguments and conclusions.
* • Identify evidence of critical engagement with course concepts (e.g., Mission Command, ethics, adaptive leadership).
* • Consider whether content demonstrates both descriptive and critical writing.
* • Compare findings with broader Defence Forces doctrine and international perspectives.
* • Note gaps in analysis, unsupported claims, or lack of engagement with counterarguments.

## 5. Alignment with JCSC Learning Outcomes

Presentations and analyses should align with the JCSC’s postgraduate learning outcomes, including:

* • Demonstrating advanced knowledge of command, leadership, ethics, and management.
* • Critical evaluation of defence strategy, operations, and organisational culture.
* • Effective communication and decision-making skills.
* • Ability to contextualise Irish Defence Forces perspectives within broader NATO, EU, and UN frameworks.

## 6. Academic and Referencing Standards

All analysis must adhere to Maynooth University Harvard Style. Students must avoid plagiarism, including unacknowledged use of AI-generated material. Sources should be relevant, credible, and properly cited.

A close-up of a document

AI-generated content may be incorrect.