

100-577 Strategic Political Communication

Credit Points:	25.000
Level:	Graduate/Postgraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus.
Time Commitment:	Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Sally Young
Subject Overview:	<p>This subject examines the strategies used by political actors to communicate with a focus on political, public and government communication across different national, international and global contexts. The subject provides a critical review of key aspects of contemporary theory and research in political communications including theories of public information, propaganda and persuasion techniques. It examines a range of interconnected issues concerning the politics/mass media relationship including: the interaction of media practice and political strategies; theories of democracy and the media; civic communication and the public sphere; news management, political reporting and journalism; media and political influence; the 'crisis' of current civic communications and the role of press officers and 'spin doctors'. Aside from traditional political actors (such as politicians, political parties, election candidates and government bodies), this subject also explores the communicative activities of various social movements and groups outside traditional mainstream politics including their use of communication technologies to mobilize support for their campaigns. Students will explore areas such as political lobbying, election campaigning and political marketing at an advanced level. On completion of this subject students should have developed a strong grasp of the major thematic issues in the fast-growing area of strategic communication.</p>
Assessment:	A project consisting of 5000 words 50% (commencing at beginning of semester and due at the end of semester) and a written essay of 5000 words 50% (due end of semester). Students must attend at least 80% of classes to be eligible for ASSESS.
Prescribed Texts:	None
Recommended Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees

Generic Skills:	# be able to demonstrate an advanced capacity for critical, analytical and independent thinking in both theoretical and practical contexts of debate and interaction; # be able to demonstrate competence in advanced library searches and information retrieval; # be able to demonstrate conformity to academic protocols of presentation and research procedures. #
Related Course(s):	Master of Arts (Asian Societies) Master of Arts (Global Journalism) Master of Arts (Global Media Communication) Master of Arts (Science, Communication and Society) Master of Global Media Communication Master of International Studies