

670-304 Asian Public Relations

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 2, - Taught on campus.
Time Commitment:	Contact Hours: A 1-hour lecture and a 2-hour seminar per week Total Time Commitment: Not available
Prerequisites:	Completion of 25 points of core Media and Communications subjects and 25 points of optional Media and Communications subjects at first year level.
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><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> </p>
Coordinator:	Umi Manickam-Khattab
Subject Overview:	<p>This subject provides a cultural and political map of forms of public relations practices in a range of countries across the Asia Pacific region. The subject examines the emerging role of professional bodies and regulatory agencies in the ethical practice of public relations vis-a-vis the Asian values debate and orientalist discourses in a diverse region with multiple notions of democracy, state-corporatist regimes and global cultural flows. In exploring the activities of public relations in the production, circulation and consumption of cultural and political products, the subject looks closely at the application of culturally specific persuasive, developmental and change strategies in the management of national and global public risk campaign programmes such as HIV/AIDS. Through analyses of news, campaigns, advertisements, public service messages and folklore, the subject asks students to critically examine the work of state, trans-national, non-government, independent and global activist public relations in shaping public opinion and influencing the civic/civil sphere through hegemonic and counter-hegemonic discourses in the promotion of local-national-global ideological values and identities.</p>
Assessment:	A written global public risk campaign analysis report of 2000 words 40% (due mid semester); a written Asia Pacific public risk related folk/modern message analysis report of 2000 words 40% (due end of semester); a 20-minute team oral presentation of an Asia Pacific advertisement 10% (commencing mid semester); and class participation 10%. Students must have attended at least 80% of classes to be eligible for assessment.
Prescribed Texts:	Prescribed Texts:A Subject Reader will be available from the University Bookshop
Breadth Options:	<p>This subject is a level 2 or level 3 subject and is not available to new generation degree students as a breadth option in 2008.</p> <p>This subject or an equivalent will be available as breadth in the future.</p> <p>Breadth subjects are currently being developed and these existing subject details can be used as guide to the type of options that might be available.</p> <p>2009 subjects to be offered as breadth will be finalised before re-enrolment for 2009 starts in early October.</p>

Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"># be able to apply appropriate frameworks to the description and evaluation of media and public relations in political and cultural systems and processes;# be able to develop a critical understanding of different forms of persuasive and promotional practices in the management of global public risk across the region;# be able to demonstrate skills in teamwork and cross-cultural communication.
Notes:	This subject is only available to students enrolled in the BA (Media and Communications), BA (Media and Communications)/Bachelor of Commerce and BA (Media and Communications)/Bachelor of Laws. Students who have completed 100-107 or 100-207 Asia-Pacific Media Systems are not eligible to enrol in this subject