

MECM90016 Representation and Advocacy

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: February, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 24 Total Time Commitment: Not available
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	None
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Subject Overview:	This subject addresses the challenges of representing and speaking on behalf of others in the context of communication programs dedicated to social justice and social inclusion. Civil society organisations, public policy initiatives, non-governmental organisations and advocacy groups face challenges different to those of both the news industries and the commercial sector. They must respond to news values, and they need to promote, but they are also devoted to telling often unpalatable truths in hostile or apathetic environments. At the same time, they have ethical obligations to their causes which make demands on their communications strategies in many respects more challenging than those of commerce and the public sector. This subject studies case histories of a variety of campaigns from the non-profit civil society sector, and addresses the different ways in which campaigns may be said to succeed or fail, for example economically, ethically, or in terms of effecting desired and undesired social change.
Objectives:	Students who complete this subject should be able to: <ul style="list-style-type: none"> # apply their knowledge of the politics of representation to advocacy media; # recognise and explain the differing communication strategies available for advocacy; # identify and critically engage with the distinctive ethical obligations associated with speaking on behalf of others; and # demonstrate a capacity for critical thinking in relation to local and global processes of communication in the digital era.
Assessment:	One 1500 word detailed essay plan and annotated bibliography 25% (due two weeks after the end of teaching); and one 3500 word case study 75% (due two months after the end of teaching). Students must attend 80% of classes to be eligible for assessment.
Prescribed 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:	Students who successfully complete this subject will be able to : <ul style="list-style-type: none"> # prepare and present their ideas in both verbal, written and where appropriate visual form, and in conformity to conventions of academic presentation; # reflect on their own learning and take responsibility for organising personal study; # participate in discussion and group activities and be sensitive to the participation of others; and

	# combine ethical and strategic aspects of communication in an effective and professional manner.
Related Course(s):	Bachelor of Arts (Honours)(Media and Communications) Master of Arts (Media and Communication) Adv.Seminar & Shorter Thesis Master of Development Studies (Gender & Development) Master of Development Studies(CWT) Master of Global Media Communication