

MECM90010 Strategic Political Communication

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| Credit Points: | 12.50 |
| Level: | 9 (Graduate/Postgraduate) |
| Dates & Locations: | 2012, Parkville This subject commences in the following study period/s: July, Parkville - Taught on campus. Intensive |
| Time Commitment: | Contact Hours: This subject will run as an intensive program from 9:00am - 5:00pm on 13, 14, 20, 21 July 2012. Total Time Commitment: Not available |
| Prerequisites: | None |
| Corequisites: | None |
| Recommended Background Knowledge: | Media & Communication, Politics and International Studies or Public Policy at Undergraduate level |
| Non Allowed Subjects: | 100-577 Strategic Political Communication |
| Core Participation Requirements: | For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/ |
| Coordinator: | Assoc Prof Sally Young |
| Contact: | Dr. Sally Young s.young@unimelb.edu.au |
| Subject Overview: | This subject examines the strategies used by political actors to communicate with a focus on political, public and government communication. The subject provides a critical review of key aspects of contemporary theory and research in political communications including theories of public information, political oratory, 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. news management and political journalism. and media and political influence. The main focus is on traditional political actors (politicians, political parties, election candidates and governments) but this subject also explores the communicative activities of 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 reporting, 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. |
| Objectives: | <ul style="list-style-type: none"> # be able to demonstrate understanding of key studies and major theoretical frameworks deployed in the analysis of strategic political communication. # be able to critically analyse the relationship between media and political processes. # be able to demonstrate an advanced understanding of how communication operates within and across various political, public and government contexts. |
| Assessment: | A project consisting of 1000 words (20%) due during the intensive period, and a written essay of 4000 words (80%) due in the examination period. Hurdle Requirement: As this is an Intensively-taught subject, Lecture/Seminar attendance is compulsory on all 4 days. Students who fail to meet this hurdle requirement will be deemed ineligible to submit the final piece of assessment for this subject. Regular participation in class is required. Assessment submitted late without an approved extension will be penalised at 2% per working day. In-class tasks missed without approval will not be marked. All pieces of written work must be submitted to pass this subject. |

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| Prescribed Texts: | A subject reader will be available for purchase from the University Bookshop. |
| 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: | <ul style="list-style-type: none"> # 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): | Bachelor of Arts (Honours)(Media and Communications) Master of Global Media Communication Master of Public Policy and Management (Coursework) |
| Related Majors/Minors/ Specialisations: | Media and Communications Public Policy and Management Public Policy and Management |