

MECM90010 Strategic Political Communication

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2016, Parkville This subject commences in the following study period/s: February, Parkville - Taught on campus. Seminars/Workshops run from 9am until 5pm
Time Commitment:	Contact Hours: This subject is comprised of seminars and workshops delivered as an intensive over 4 days (approx 32 hours total) Total Time Commitment: Total 170 hours
Prerequisites:	None
Corequisites:	None
Recommended Background Knowledge:	Media & Communication, Politics and International Studies or Public Policy at Undergraduate level
Non Allowed Subjects:	None
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:	Dr Andrea Carson
Contact:	carsona@unimelb.edu.au (mailto:carsona@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. Topics covered include theories of political communication and how news media cover politics, 'spin' and PR methods used by politicians to manage the media, political advertising, political oratory, government communication and broadcast political interviews.
Learning Outcomes:	On completion of this subject students should: <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 a week after the intensive teaching period. A written essay of 4000 words (80%) due in early March. Hurdle requirement: As this is an Intensively-taught subject, Lecture/Seminar attendance is compulsory for all classes. All pieces of written work must be submitted to pass this subject. Regular participation in class is required.
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:	On completion of this subject students should:

	<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):	<p>Master of Public Administration Master of Public Administration (Enhanced)</p>
Related Majors/Minors/ Specialisations:	<p>100 Point Master of Global Media Communication 100 Point Master of Public Policy and Management 150 Point Master of Global Media Communication 150 Point Master of Public Policy and Management 150 point Master of Marketing Communications 200 Point Master of Public Policy and Management 200 point Master of Marketing Communications EMA 150 point program - full time over 1.5 years EMA 200 point program - full time over 1.5 years EMA 200 point program - full time over 2 years Governance, Policy and Communication Governance, Policy and Markets Graduate Certificate in Arts (Advanced) - Public Policy and Management Graduate Diploma in Arts (Advanced) - Public Policy and Management Media and Communications PC-ARTS Public Policy and Management PD-ARTS Public Policy and Management</p>