



ICOM203

International Public Relations and Advertising

S2 Day 2015

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff Qin Guo qin.guo@mq.edu.au
Credit points 3
Prerequisites 15cp
Corequisites
Co-badged status
Unit description This unit examines the relationship between media, the state, non-government organisations and other international actors. It examines the literature, history and practice of public diplomacy, media and foreign policy. This involves investigation of soft power through media communication campaigns initiated by national governments; the application of media as an arm of foreign policy; and case studies addressing military intervention, trade policy and agenda like human rights, environmental protection and terrorism.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
- ? Apply public relations theories in creating an international public relations campaign.

? Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.

Demonstrate knowledge of international public relations and communicate it to the class.

General Assessment Information

Late Submission: **All students are expected to submit their assignments by the submission deadline. Late submission will incur a penalty of 5% of the total mark of the assignment per day.** A penalty will be avoided if an extension is sought and received **before** the deadline for submission is reached. Students should follow the online procedure to submit the request and relevant supporting document for approval of extension. For assignments submitted after the due date, where no extension has been granted and where there are no extenuating circumstances, should only expect to receive a mark for that work. Markers are under no obligation to provide further comments on the work.

Both hard copy and Turnitin submissions are required for the individual essay and the group project proposal. Hard copies of the assignments are to be submitted by students through the submission boxes in the foyer of W6A.

Assessment Tasks

Name	Weighting	Due
Participation	10%	Week 2 - 13
Group Seminar	20%	Week 4-9
Individual Essay	30%	Week 5 Friday 5pm
Group project	40%	Week 11

Participation

Due: **Week 2 - 13**

Weighting: **10%**

Requirement:

Students are required to participate actively in learning and teaching activities. Marks will be awarded for engagement in class discussions and general contributions to the learning process.

You are required to attend all tutorials. As participation in the process of learning is linked to and underpins the unit Learning Outcomes, you will need to either apply for Disruptions to Studies to cover any missed tutorial (if the disruption is greater than three consecutive days) or supply appropriate documentation to your unit convenor for any missed tutorial (if less than three consecutive days).

Marking Criteria:

- 1) Engagement in the learning processes;
- 2) Contribution to the learning processes.

On successful completion you will be able to:

- Demonstrate knowledge of international public relations and communicate it to the class.

Group Seminar

Due: **Week 4-9**

Weighting: **20%**

Requirement:

In groups, students will present their research on the topic taught in the previous week. The seminar is expected to associate the readings of the week with a case in the real world to demonstrate knowledge and understanding of the topic. The seminar should be engaging and participation from the rest of the tutorial class is expected.

Each group are required to submit an outline of the seminar one week before it takes place. The outline of the seminar should not be longer than two pages. It needs to cover the following aspects:

1. Major point(s) of argument;
2. Evidences/cases supporting the argument;
3. Design of the presentation (i.e. structure, method of the presentation)

This is a group mark, not an individual mark.

Marking criteria:

1. Demonstrated knowledge and understanding of the week's topic.
2. Demonstrated capability to apply theories in practical settings.
3. Demonstrated effectiveness of inter-communication in intercultural context.
4. Demonstrated efficiency of team work and time management capability during the seminar.
5. Well-designed seminar proposal

On successful completion you will be able to:

- ? Understand and explain the relationships between public relations and advertising, the

media, international actors (state, NGOs and international enterprise) and the international public.

- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
- ? Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.
- Demonstrate knowledge of international public relations and communicate it to the class.

Individual Essay

Due: **Week 5 Friday 5pm**

Weighting: **30%**

Requirement:

An essay on the theories and concepts of advertising and public relations, due by Week 5. The word limit is 1000.

You are required to discuss the theories and concepts of advertising and public relations, and critique the differences and relationship between advertising and public relations.

Marking criteria:

1. Understanding of the concepts and theories of public relations and advertising, and the relationship between them;
2. Understanding of intercultural communication in the context of international public relations;
3. Evidence of research and referencing in accordance with Harvard reference system;
4. Clarity of expression in English.

On successful completion you will be able to:

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
- Demonstrate knowledge of international public relations and communicate it to the class.

Group project

Due: **Week 11**

Weighting: **40%**

Work to be submitted/presented for this assessment:

1. Group presentation on the public relations project (Week 11-13)
2. Each group submit ONE 2000-word public relations project proposal (Week 11).
3. Teammate evaluation: each student submits an evaluation on the teammates within the group. This will include a recommended mark for each of the teammates based on their performance in the process of preparing the group project (e.g. engagement, collaboration, contribution, etc.).

Requirement:

In groups, students are required to design a public relations project and present the project proposal in the class. The proposal should incorporate interpretation of the theories and practices surrounding intercultural communication and international public relations. The proposal should cover the following:

1. Identification of the objectives of your communication campaign;
2. Inclusion of background information of the organisation (historical, social, political, and cultural contexts, etc.)
3. Identification of the existing problems/threats;
4. Outline of proposed/expected new developments;
5. Identification of actors (actively/passively) involved in the campaign;
6. Discussion of the strategies of communication, media management and evaluation.

Each student will receive a mark for this assessment based on their performance during the presentation, the quality of the project proposal, and the evaluation of teammates.

Marking Criteria:

1. Demonstrated understanding of public relations theory and practice;
2. Evidence of research with appropriately referenced source material;
3. The ability to engage with media effectively using appropriate tactics;
4. Creativity of the ideas and the presentation;
5. Clarity of expression in English: accurate grammar, vocabulary, punctuation and spelling.

On successful completion you will be able to:

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
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- Demonstrate knowledge of international public relations and communicate it to the class.

Delivery and Resources

The unit will be delivered on campus in forms of lectures and tutorials. Students are expected to complete the reading and reflect on the reading questions of the week before attending the lecture and tutorial. All required reading materials are available in the Reader of ICOM203. The Macquarie University printery will set up a unit link for students in this unit to order and pay for their required reader. This link will be posted on iLearn as soon as it is available.

Students are expected to make use of material and information available in the library, on the internet and other mass media to enrich their study experiences.

Unit Schedule

Session1 – Unit Overview and Theoretical introduction

The lecture will present general information of this unit and an overview of the field of international PR.

Where to position the field of 'International PR and Advertising'? What will you learn?

This unit is concerned with the inclusion of cultural differences, environmental changes in the practice of international PR, predominantly from the perspective of governments, nongovernment organizations, multinational corporations and media.

Reading:

1. Unit Outline
2. Online search on the definition of international public relations and advertising.

Session2 – History of Public Relations and Advertising

An overview is given about the history of PR – a field which originated in the United States. Highlighted are the ‘American values’ that are still part of the practice of PR and Advertising. In general an approach is taken using cultural studies and international communication concepts to develop international public relations theory.

What is Public Relations? What is International Public Relations?

Reference:

Chia, Joy and Synnott, Gae (2012) *An Introduction to Public Relations and Communication Management* Sydney: Oxford University Press, pp4-12

Wilcox, Dennis L., Glen T. Cameron, Philip H. Ault and Warren K. Agee (2003) *Public Relations. Strategies and Tactics*, seventh edition, Boston: Pearson, pp. 27-57

Session 3 – Basic Concepts of International PR

What are the basic concepts of International Public Relations? What are the processes of communication and how do people react to public relations and media? How is public opinion constructed and experienced? Recognise the processes of persuasion and manipulation.

Reference:

Littlejohn, Stephen W. (1989) “System Theory”, in *Theories of Human Communication*. Belmont: Wadsworth

Heath, Robert L. (2001) ‘Defining the Discipline’, In: Heath, Robert L. (ed) *Handbook of Public Relations*. Thousand Oaks: Sage, pp. 1-9

Chia, Joy and Synnott, Gae (2012) *An Introduction to Public Relations and Communication Management* Sydney: Oxford University Press, pp31-43

Session 4 – International PR and Public Diplomacy

What is the relationship between international public relations and public diplomacy? How can international public relations be used to promote a government’s policy? What are the challenges for international public relations in terms of promoting a country’s image?

Reference:

Doksoz, Rachael E. (2004) ‘Public Relations and Romania: Tourism and Dracula’s Homeland’, In: Tilson, Donn James and Emmanuel C. Alozie *Toward the Common Good. Perspectives in International Public Relations*, Boston: Pearson, pp. 163-175

Siddiqui, Kamal and Alam, Quamrul (2010) *Diplomacy and Statecraft* Prahran: Tilde University Press pp59-69

Session 5 – PR and Advertising in Organisations

International PR plays a significant role in multinational organisations. To this end it is very important to differentiate between public relations, advertising and marketing. How can these tools and strategies be brought together to form an integrated marketing communication approach?

Reference:

Hutton, James G. (2001) 'Defining the Relationship between Public Relations and Marketing', In: Heath, Robert L. (ed) *Handbook of Public Relations*. Thousand Oaks: Sage, pp. 205-214

Jamieson, Kathleen Hall and Karlyn Kohras Campbell (1997) *The Interplay of Influence. News, Advertising, Politics, and the Mass Media*, Forth Edition, London: Wadsworth, pp. 292-306

Black, Caroline (2002) *The PR Practitioner's desktop guide*, Sydney: Richmond, pp. 61-74

Session 6 – Global Public Relations and Culture

An intercultural communication perspective on PR will be taken. Relevant concepts such as language, culture, identity, representation will be examined. Challenges for Cross-Cultural Communications and PR will be discussed.

Reference:

Curtin, Patricia A. (2007) *International Public Relations. Negotiating Culture, Identity, and Power*. London: Sage, pp. 35-50

De Mooij, Marieke (2005) *Global Marketing and Advertising. Understanding Cultural Paradoxes*. London: Sage, pp. 163-189

Session 7 – Regulating Global Public Relations

As global public relations is influencing the lives of many around the world, it needs to be regulated. This week, issues of power are discussed. What are the regulatory institutions vis-a-vis public relations? What are the cultural norms determining the regulation?

Reference:

Curtin, Patricia A. (2007) *International Public Relations. Negotiating Culture, Identity, and Power*. London: Sage, pp. 51-76

Mattelart, Armand (1991) *Advertising International. The Privatization of Public Space*, London: Routledge, pp. 174-186

Session 8 – Public Relations Strategies

How to develop a PR Strategy? How to develop a media communication campaign?

What are the public relations objectives and strategies? What are the tools and instrument required to create a public relations strategy?

Reference:

Wilcox, Dennis L., Glen T. Cameron, Philip H. Ault and Warren K. Agee (2003) *Public Relations. Strategies and Tactics*, seventh edition, Boston: Pearson, pp. 144-162

Newsom, Doug (2004) *This is PR. The Realities of Public Relations*, eighth edition, London: Thomson Wadsworth, pp. 301-316

Session 9– War and Propaganda

This week's topic is about the manipulation of public opinion by the media, by public relations efforts in particular. How to recognise manipulation? Discuss historical and modern propaganda campaigns from around the world.

Reference:

Knightley, Phillip. (1989) 'Britannia Rules the News 1975 – 1989', in Knightley Phillip *The First Casualty*. Sydney: Pan Books, pp. 427-438

Siddiqui, Kamal and Alam, Quamrul (2010) *Diplomacy and Statecraft* Prahran: Tilde University Press pp117-131

Kellner, Douglas (2004) 'Spectacle and Media Propaganda in the War on Iraq: A Critique of U.S. Broadcasting Networks', In: Kamalipour, Yahya R. and Nancy Snow *War, Media, and Propaganda. A Global Perspective*. Lanham: Rowman&Littlefield, pp. 65-77

Cowan, Geoffrey (2004) 'Can we make them love us? Public Diplomacy after 9/11', In: Kamalipour, Yahya R. and Nancy Snow *War, Media, and Propaganda. A Global Perspective*. Lanham: Rowman&Littlefield, pp. 227-235

Session 10– Identity and Consumption

What is a public? What is the difference between traditional and modern and domestic and international publics? What determines consumption? What are new consumption patterns? Think of influencing/manipulation public opinion in regards to consumption behaviour? What roles does public relations and advertising play in this respect?

Reference:

Clarke, John, Janet Newman, Nick Smith, Elizabeth Vidler and Louise Westmarland (2007) *Creating Citizen-Consumers. Changing Publics and Changing Public Services*, London: Sage, pp. 121-138

Curtin, Patricia A. (2007) *International Public Relations. Negotiating Culture, Identity, and Power*. London: Sage, pp 235-252

Sessions 11-13 - Research and PR Project

You can find some examples of award-winning PR projects on this website:

<http://www.pria.com.au/resources/gta-case-studies>

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide

appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

MMCCS website

https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- ? Analyse critically international public relations campaigns.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
- ? Apply public relations theories in creating an international public relations campaign.

Assessment tasks

- Individual Essay
- Group project

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing

environments.

This graduate capability is supported by:

Learning outcomes

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
- ? Apply public relations theories in creating an international public relations campaign.
- ? Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.
- Demonstrate knowledge of international public relations and communicate it to the class.

Assessment tasks

- Group Seminar
- Individual Essay
- Group project

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcome

- Demonstrate knowledge of international public relations and communicate it to the class.

Assessment tasks

- Participation
- Group Seminar

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge,

scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.
- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
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- Demonstrate knowledge of international public relations and communicate it to the class.

Assessment tasks

- Group Seminar
- Individual Essay
- Group project

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- ? Understand and explain the relationships between public relations and advertising, the media, international actors (state, NGOs and international enterprise) and the international public.

- ? Interpret the theories and practices surrounding intercultural communication and how they relate to international public relations and media and foreign policy.
- ? Analyse critically international public relations campaigns.
- ? Apply public relations theories in creating an international public relations campaign.
- ? Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.

Assessment tasks

- Individual Essay
- Group project

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- ? Analyse critically international public relations campaigns.
- ? Appraise the role of mass communication as a continuation and/or tool of foreign policy.
- ? Apply public relations theories in creating an international public relations campaign.
- ? Examine case studies addressing international activities and agenda such as military intervention, trade policy, environmental protection and anti-terrorism.

Assessment tasks

- Individual Essay
- Group project

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- ? Apply public relations theories in creating an international public relations campaign.
- Demonstrate knowledge of international public relations and communicate it to the class.

Assessment tasks

- Participation
- Group Seminar
- Individual Essay
- Group project

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- ? Apply public relations theories in creating an international public relations campaign.
- Demonstrate knowledge of international public relations and communicate it to the class.

Assessment tasks

- Participation
- Group Seminar
- Group project

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcomes

- ? Apply public relations theories in creating an international public relations campaign.
- Demonstrate knowledge of international public relations and communicate it to the class.

Assessment tasks

- Participation
- Group Seminar
- Group project

Additional Information

MMCCS website

https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_of_media_music_communication_and_cultural_studies/

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