



# MAS 389

## Public Relations and Social Media 1

S1 Day 2016

*Department of Media, Music, Communication and Cultural Studies*

### Contents

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<a href="#"><u>General Information</u></a>	2
<a href="#"><u>Learning Outcomes</u></a>	2
<a href="#"><u>General Assessment Information</u></a>	3
<a href="#"><u>Assessment Tasks</u></a>	3
<a href="#"><u>Delivery and Resources</u></a>	9
<a href="#"><u>Unit Schedule</u></a>	10
<a href="#"><u>Policies and Procedures</u></a>	12
<a href="#"><u>Graduate Capabilities</u></a>	14
<a href="#"><u>Changes from Previous Offering</u></a>	18

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

Lauren Gorfinkel

[lauren.gorfinkel@mq.edu.au](mailto:lauren.gorfinkel@mq.edu.au)

Contact via [lauren.gorfinkel@mq.edu.au](mailto:lauren.gorfinkel@mq.edu.au)

165B

Credit points

3

Prerequisites

6cp at 200 level

Corequisites

Co-badged status

Unit description

This unit is a critical introduction to the theory and practice of public relations (PR). In this unit, you will be asked to explore the dominant perceptions of PR. At the same time, you will investigate its presence in our everyday life. Various theories and critiques of PR and an exploration of the relationship between PR and the media and other stakeholders will occupy the first half of the unit. In the second half, we will examine specific PR contexts, including corporate, government, NGOs, international relations, internal communications, and crisis communication. At a practical level, you will be required to write a media release and to justify your rationale in a class presentation. Overall, the course will enable you to be informed about the role that PR plays in our social, political and cultural environments. It will also help develop strong conceptual and analytical foundations as well as creative and presentation skills necessary to design a PR campaign in the next unit, MAS390, in preparation for a career in public communication.

## 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:

Demonstrate knowledge of the role and place of PR in contemporary society

Understand, evaluate and critique the principles and theories of public relations

Present and debate your own ideas confidently to a group

Exhibit high level English writing skills in academic and professional forms

Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

Engage in the process of learning

## General Assessment Information

### Assessment Tasks

Name	Weighting	Due
<a href="#"><u>Media release (written)</u></a>	30%	8pm, Friday, April 8 (Week 6)
<a href="#"><u>Presentation on media release</u></a>	10%	From Week 3
<a href="#"><u>Write-up of class presentation</u></a>	10%	One week after presentation
<a href="#"><u>Essay: PR and Social Media</u></a>	40%	8pm, Friday, June 3 (Week 12)
<a href="#"><u>Participation</u></a>	10%	Ongoing

### Media release (written)

Due: **8pm, Friday, April 8 (Week 6)**

Weighting: **30%**

For this assessment you are required to write a media release for an existing organisation based on a development or issue that could potentially affect the organization i.e. use a little creative license to make up a opportunity for this organisation to participate in broader public debate around something that could happen in 1-2 months time. It may be in response to a crisis or a political, economic or social development that impacts on the organization. The development should be realistic, but should not have happened already.

Your media release should have a clear and well-considered message that is newsworthy and be presented in a way that aims to enhance the reputation of your organization as a responsible organization in light of this development.

Your release will target a specific journalist and media outlet, which may be an online/print newspaper or magazine, or radio or television program. The media choice should be carefully considered and researched to ensure its audiences match the target public you are trying to reach on behalf of your organization.

The release should also be carefully constructed to ensure it fits with the style, interests and

news values of the specific media outlet you are targeting. It should also adhere to the more general requirements of the media release format (e.g. logo, date, headlines, contact details etc.) as discussed in lectures, tutorials and readings. Attention to detail in terms of length, structure, grammar, punctuation, and spelling is expected.

The media release should be a maximum of 2 pages, double-spaced.

On a cover page include the following information:

- Name of your organization
- Journalist this release will be sent to
- Journalist's contact details (e.g. email, telephone, Twitter handle)
- Name of media outlet
- Target audience/key public

**The criteria for this assessment are:**

**\*Principles/Theories:** demonstrates understanding of the purpose of the media release, principles of newsworthiness, and ability to apply PR theories to practice

**\*Writing:** follows prescribed style and length of a media release; articulates the key message in a style appropriate to the target audience/media; free from grammatical, punctuation, and spelling errors

**\*Synthesis:** creatively integrates a realistic development for a real organisation with a current social/political issue in a newsworthy way; demonstrates effective alignment between the chosen media, key publics, and the organisation's objectives; evidence of wide reading and background research into the organisation and its publics, the media outlet, and the issue through the selection of pertinent facts and appropriate wording

**Submission:**

Submit your cover page and media release as one document electronically to Turnitin via ilearn.

On successful completion you will be able to:

- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## Presentation on media release

Due: **From Week 3**

Weighting: **10%**

For this assessment you are required to make a presentation of 8 minutes (followed by 2 minutes of questions and answers). In the talk you will explain the background research and thinking that went into (or is going into) preparing your media release.

You are to imagine that you are currently facing the development that is affecting your

organisation. You have done as much solid research on the issue as you can with the limited time available and are just about to send your media release to your chosen journalist. Before you do so, you need to get approval from your organization's top management and convince them of your approach. For this presentation, you will imagine that your audience consists of board members of your organization, while you are the public relations director who is informing the board on the best way to deal with communications on this issue at this point in time.

In your presentation you will introduce your organisation, the development facing the organization, and why the organization needs to address the issue now. Then you will explain your solution to the communication problem by detailing your organization's key objective for this communication activity, as well as what its main message should be, who the target audience should be, and which media outlet and journalist it should be sent to. You may also briefly explain key linguistic and structural features of your media release that will help you achieve your objectives.

It is incumbent on you to present a persuasive rationale by highlighting how solid research has underpinned all your choices (e.g. media monitoring to see how the issue has been discussed in the past, research into audiences of media outlets as well as into the target public of your organization, research into journalists who report on your issue, research into how your organization or a similar organization has handled a similar situation in the past to see what has worked or not etc.).

You should also explain how at least one interesting theory, concept, principle or idea from a set reading helped inform your approach. Where possible, it will not be a repetition of theories already introduced by presenters in earlier weeks unless you bring a new angle to the understanding of that theory.

Your presentation will be followed by 2 minutes of questions and answers from 'the board' (i.e. from classmates and the tutor).

You are required to stay strictly within the time limit. You will make an executive decision on what to focus on that would best draw out the strengths of your specific media release in the limited time available.

It is strongly recommended that you rehearse your presentation and practice making your presentation as persuasive as possible e.g. through effective use of eye contact, gestures, tone of voice, and audio-visual aids (as relevant).

**The criteria for this assessment are:**

**\*Presentation:** Persuasive articulation of selected approach; engaging and effective use of eye contact, body language, tone of voice, and audio-visual aids (as relevant); message presented in an easily digestible way and well-tailored to the audience; well-rehearsed, within the time limit

**\*Content:** Clear articulation of the background to the organisation and issue, and of links between the development, issue and solution; ability to select and highlight key points

**\*Theory:** Well-selected and articulated theory/concept/idea from at least one set reading, with clear explanation of how it was applied to the preparation of the strategy

On successful completion you will be able to:

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## Write-up of class presentation

Due: **One week after presentation**

Weighting: **10%**

This is a formal write-up of the rationale behind your media release, which was covered in your class presentation. It should include the same content as in your presentation. In addition, it should contain at least 5 references that informed your strategy (academic and media references), and a response to any pertinent oral feedback you received from your classmates or tutor after your presentation, including your reflection on what you might have done differently. Present your ideas clearly and succinctly.

Length: maximum 750 words.

**The criteria for this assessment are:**

**\*Content:** Clear articulation of the rationale behind your media release with well-selected and well-researched details on the background of your organization, the development in relation to a broader issue, choice of key publics, media outlet, journalist, and key message, written style and any other relevant aspect of the approach. Includes a considered reflection on feedback from the class/tutor where relevant.

**\*Writing:** Clear expression, free from grammatical, punctuation and spelling errors, within the word limit.

**\*Referencing:** Includes at least 5 references, including at least one academic reference from the set readings, as well as pertinent references from your background research that you used to inform your approach e.g. audience reports, media articles, company reports, websites etc. Only include references that you refer to in-text.

**Submission:**

Submit your write-up in hardcopy to your tutor in class one week after your presentation.

On successful completion you will be able to:

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Exhibit high level English writing skills in academic and professional forms
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## Essay: PR and Social Media

Due: 8pm, Friday, June 3 (Week 12)

Weighting: 40%

**Write a 1500-word essay on one of the following questions:**

### **Question 1: Social Media in a Crisis**

Choose an organisation or an individual that has experienced a crisis in the past 12 months. Analyse and evaluate the crisis management approach employed by the organization, with a focus on its use of social media. Explain why you think the strategy was successful or not. In the development of your argument, explain the theory behind crisis management in relation to the organization you have chosen.

**OR**

### **Question 2: Social Media for Awareness and Action**

Choose an organisation that aims to raise public awareness and/or encourage social action on a particular issue of interest (e.g. an environmental issue, poverty, homelessness, human rights, privacy, consumer rights etc.). Critically examine how the organisation employs public relations tools to communicate with and persuade its target publics, focusing on a particular social media campaign. Explain why you think the strategy was successful or not. In the development of your argument, explain the theory behind the formation of public opinion, and consider whether you think the public relations employed by this organization has helped to improve the democratic process.

### **Further details for both questions:**

In answering your chosen question, you are expected to conduct independent research by examining and analysing the organisation's communication strategies with a focus on messages on one or two social media platforms e.g. Facebook, Twitter. In developing your argument, provide relevant quotes from specific messages as well as details of the types of public engagement generated through these platforms (e.g. number of comments, type of comments etc.).

Explain the significance of social media in relation to traditional media and other communicative approaches that are used by the organization (and, if relevant, briefly compare to the media approach of another organization who has a stake in the same issue).

Support your argument with reference to theories and concepts covered in at least 2 set readings and draw on at least 2 highly pertinent academic references beyond the set readings. Also refer to public statements, newsletters, websites, media reports, annual reports, other social media platforms, etc. as appropriate.

### **The criteria for this assessment are:**

**\*Research:** ability to select highly pertinent academic and media references in a way that provides evidence of thorough research



**\*Synthesis and analysis:** ability to synthesise theoretical concepts and readings with media/ social media texts in a way that offers an insightful and critical analysis of an organisation's social media campaign or social media response to a crisis

**\*Writing:** ability to present a logical and coherent argument through a well-structured piece that is free from grammatical, punctuation, and spelling errors

**\*Referencing:** accurate and complete in-text referencing and reference list, including at least 4 academic articles (at least 2 from the set readings and 2 beyond) as well as media texts (Harvard or APA style)

**Submission:**

Submit your essay electronically on Turnitin via ilearn.

On successful completion you will be able to:

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Exhibit high level English writing skills in academic and professional forms

## Participation

Due: **Ongoing**

Weighting: **10%**

Participation involves active, critical and supportive engagement with fellow learners, and contribution to class discussions and Q and A sessions with presenters. Contributions should be based on an informed reflection on set readings, lecture content, and other sources.

Each week come to class with a written note on the most interesting or useful 1-2 ideas from at least one set text for that week as well as from the lecture. You may use the weekly discussion questions as a guide (see 'Unit Schedule' below). Be able to explain why your selected point was interesting or useful. You may include a follow-up question relating to this point if relevant. In random weeks you may be asked to submit these notes to the tutor, while in other weeks you may be asked to share them orally. They can be handwritten and in dot form and only need to be very short - a few sentences is fine. Include your name, student number, and page number of key points from the set readings you are referencing.

In the Q&A sessions you may respond to the presenter with what was good about their approach and/or how they might improve, or ask a relevant question relating to an important aspect that might not have been adequately explained in the presentation.

Please note that attendance does not constitute participation (i.e. just turning will not guarantee any marks). Your tutor will note contributions made each week by each student based on the below marking criteria. At least in the early weeks as we get to know your names you may be required to keep a name tag visible to the tutor so the marks can be appropriately applied to you.

**The criteria for this assessment are:**

**\*Readings:** Actively contributes informed ideas and reflects on key concepts based on the set



readings

**\*Lecture:** Actively contributes reflections on the lecture content

**\*Questions:** Actively asks relevant and pertinent questions in Q & A sessions with presenters and in classroom discussions

**\*Synthesis:** Demonstrates an ability to verbally synthesize theory in set readings and beyond with practical examples from the media and/or other communication contexts

**\*Attitude:** Enhances the liveliness of class discussions in a friendly, constructive and supportive manner

On successful completion you will be able to:

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Engage in the process of learning

## Delivery and Resources

### Lectures and Tutorials

MAS389 consists of a 1-hour lecture and 1-hour tutorial. Tutorials begin in Week 2. Students are expected to engage in the lecture and read the assigned electronic readings prior to their tutorial to ensure they are prepared for class discussions.

### Required readings

Set readings will be available electronically via ilearn.

Other useful textbooks include:

Chia, J. and Synnott, G. (Eds). 2012. *An Introduction to Public Relations and Communication Management*. Melbourne: Oxford University Press.

Johnston, J., & Zawawi, C. (Eds). 2009. *Public relations: Theory and Practice*. Sydney: Allen & Unwin.

Macnamara, J. 2012. *Public relations: theories, practices, critiques*. Sydney: Pearson Australia.

L'Etang, J. 2008. *Public Relations: concepts, practice and critique*. London: Sage Publications.

### Technology required

Students are expected to have access to ilearn: <http://ilearn.mq.edu.au/> and to keep up to date with the MAS389 ilearn website on at least a weekly basis (new materials will be regularly posted to ilearn). They should be able to access pertinent scholarly and professional information from the library and from broader online, media and social media sources.

## Unit Schedule

Week 1	Introduction  <b>No tutorial in Week 1.</b>  <b>For weekly readings, please refer to ilearn.</b>
Week 2	Defining PR and its history <ul style="list-style-type: none"><li>• What is public relations?</li><li>• What are the differences between PR, marketing and advertising?</li><li>• What are your perceptions about PR and those who practice it?</li></ul>
Week 3	PR and the media <ul style="list-style-type: none"><li>• What is the relationship between PR and the media?</li><li>• How should PR professionals work most effectively with journalists?</li><li>• How do you write a media release?</li><li>• How have new technologies, including social media platforms, influenced communication with journalists?</li></ul>
Week 4	Publics and public opinion <ul style="list-style-type: none"><li>• What is a public?</li><li>• What is the difference between publics and target audiences?</li><li>• Why are publics so important in PR?</li><li>• How are publics categorised?</li><li>• What is the process by which public opinion is formed?</li></ul>
Week 5	Persuasion, propaganda & spin <ul style="list-style-type: none"><li>• Why does PR have a reputation as spin doctoring and propaganda? Is it fair?</li><li>• How helpful are theories of persuasion to PR practitioners?</li><li>• What is the role of emotion in persuasion?</li></ul>
Week 6	Research for PR practitioners <ul style="list-style-type: none"><li>• Why is research important for PR practitioners?</li><li>• What are the most useful forms of research for PR?</li></ul>

<p>Week 7</p>	<p>Ethical behaviour</p> <ul style="list-style-type: none"> <li>• What kind of ethical principals should PR practitioners consider?</li> <li>• How is the PR industry regulated?</li> </ul>
<p>Week 8</p>	<p>PR and new technologies</p> <ul style="list-style-type: none"> <li>• How have new technologies influenced PR practice and theory?</li> <li>• How is social media being used by corporations, small businesses, activist organisations, political bodies and governments?</li> <li>• How successfully are they being used?</li> </ul>
<p>Week 9</p>	<p>PR in a crisis</p> <ul style="list-style-type: none"> <li>• What is the role of PR in crisis management?</li> <li>• What is the difference between issues management and crisis management?</li> <li>• What are the principles of good crisis management?</li> <li>• How does the way a crisis is handled affect an organisation's or individual's reputation?</li> <li>• How is social media being used in crisis communication?</li> <li>• Is political PR a case of ongoing crisis management?</li> </ul>
<p>Week 10</p>	<p>PR, the political process, and democracy</p> <ul style="list-style-type: none"> <li>• How important is PR in the democratic process?</li> <li>• What is the role of PR in the forming of relationships between government, businesses and NGOs?</li> <li>• What role do media advisors play in election campaigns?</li> <li>• How is social media being used by governments, political parties and activist organisations to influence public opinion?</li> </ul>
<p>Week 11</p>	<p>International PR</p> <ul style="list-style-type: none"> <li>• What PR strategies are used by multinational companies and international NGOs?</li> <li>• What kind of work do global PR consultancies engage in?</li> <li>• How can we understand the nature of international publics?</li> </ul>
<p>Week 12</p>	<p>Internal PR</p> <ul style="list-style-type: none"> <li>• What is internal PR?</li> <li>• How is social media used in internal communications?</li> <li>• How can an organisation benefit from good internal communications?</li> <li>• What is the connection between internal PR and external PR?</li> </ul>

Week 13	Unit review and the way forward <ul style="list-style-type: none"><li>• Have your perceptions about PR and PR practitioners changed since the beginning of semester? Why/why not?</li><li>• Has the subject increased your interest in studying PR further, taking an internship in the field, and/or furthering a career in the communications industry?</li></ul>
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## 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](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

**New Assessment Policy in effect from Session 2 2016** [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html). For more information visit [http://students.mq.edu.au/events/2016/07/19/new\\_assessment\\_policy\\_in\\_place\\_from\\_session\\_2/](http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/)

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

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

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](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/](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](http://ask.mq.edu.au).

## What is required to complete this unit satisfactorily

Assessment tasks are aligned to the unit Learning Outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply. 5% per day (including weekends) will be deducted for all late submissions unless Disruptions to Studies (including a request for an extension) is

approved.

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).

### **Additional information**

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/departments/media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments/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

## **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](http://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](http://ask.mq.edu.au)

## **IT Help**

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources 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

- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

#### Assessment tasks

- Media release (written)
- Presentation on media release
- Write-up of class presentation
- Essay: PR and Social Media

### 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

- Present and debate your own ideas confidently to a group
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

#### Assessment tasks

- Media release (written)
- Presentation on media release
- Write-up of class presentation
- Essay: PR and Social Media
- Participation

## 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:

### Assessment task

- Write-up of class presentation

## 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

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

### Assessment tasks

- Media release (written)
- Presentation on media release
- Write-up of class presentation
- Essay: PR and Social Media
- Participation

## 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**

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## **Assessment tasks**

- Media release (written)
- Presentation on media release
- Write-up of class presentation
- Essay: PR and Social Media
- Participation

## **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**

- Demonstrate knowledge of the role and place of PR in contemporary society
- Understand, evaluate and critique the principles and theories of public relations
- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

## **Assessment tasks**

- Media release (written)
- Presentation on media release

- Write-up of class presentation
- Essay: PR and Social Media

## 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

- Demonstrate knowledge of the role and place of PR in contemporary society
- Present and debate your own ideas confidently to a group
- Exhibit high level English writing skills in academic and professional forms
- Construct a media release that shows your ability to apply knowledge, analyse issues and solve a problem in a creative way that is understandable to others

### Assessment tasks

- Media release (written)
- Presentation on media release
- Write-up of class presentation
- Essay: PR and Social Media
- Participation

## 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

- Present and debate your own ideas confidently to a group
- Engage in the process of learning

### Assessment tasks

- Presentation on media release

- Write-up of class presentation
- Participation

## **Changes from Previous Offering**

This Unit was previously named MAS 389 Public Relations Theories. The structure remains the same as previous offerings, with a little more emphasis on the role of social media.