



ICOZ202

International Communication Campaigns PACE Stream

S1 Day 2017

Department of Media, Music, Communication and Cultural Studies

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

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Y3A 165I

Please email me for a consultation time

Credit points

3

Prerequisites

(12cp at 100 level or above) and permission by special approval

Corequisites

Co-badged status

ICOZ202 is co-badged with ICOM202

Unit description

This unit is a unique opportunity for students to gain experience in a global context, developing a communication campaign for an overseas non-government organisation (NGO), all without leaving campus. This unit applies theories of development communication, social marketing and persuasion in the design of international communication campaigns to achieve planned social change. The unit aims to investigate how cultural values and assumptions shape communication methods, media choice and audience reception. Using latest research, students identify an area of need, and design a campaign plan using traditional and new media forms that can be delivered across cultures. Case studies of information campaigns developed by governments, non-government organisations (NGOs) and international agencies such as the United Nations are critiqued. Prior to applying for special approval to enrol, interested students must lodge an online enquiry via ask.mq.edu.au to request a link to the online Expression of Interest Form.

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:

Identify and discuss key theories and concepts in the field of communication for social change.

Evaluate critically the effectiveness of various social change campaigns.

Analyse the problems of planning campaigns which are ethical, sustainable, and cross cultural.

Identify social issues in the developing world and find effective solutions.

Apply advanced communication skills, including the ability to critique, write and present clear and persuasive arguments.

Participate in team activities during and outside of class to achieve outcomes in a professional context.

Collaborate and interact professionally with outside partners in a cross-cultural and virtual environment.

General Assessment Information

There are no examinations in this unit.

As participation in team activity during class 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). Group collaboration is an essential part of the final project. You are expected to present yourself for all group meetings and the final in-class presentation at the time and place designated.

Late Submissions

Tasks 10% or less. No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies is made and approved.

Tasks above 10%. Students who submit late work without an extension will receive a penalty of 10% per day. This penalty does not apply for cases in which an application for Disruption to Studies is made and approved.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Knowledge Quiz</u>	20%	No	Week 4
<u>Campaign Plan</u>	60%	No	Week 13
<u>Self reflection</u>	20%	No	Week 13

Knowledge Quiz

Due: **Week 4**

Weighting: **20%**

Students will take an online quiz to be completed by the end of week 4. This will be in multiple choice format to test students' knowledge and understanding of lectures and unit readings in weeks 2, 3, and 4.

Assessment submission: The quiz can be accessed through iLearn from the beginning of Week 5.

Assessment Criteria

Students will be assessed on their ability to: Demonstrate understanding of key theories and approaches that have informed development communication campaigns; Define key concepts covered in the assigned reading; Identify research methods used to inform campaign design.

On successful completion you will be able to:

- Identify and discuss key theories and concepts in the field of communication for social change.

Campaign Plan

Due: **Week 13**

Weighting: **60%**

There are two parts to this assignment - A group presentation and a written report with individual sections.

ICOZ202 PACE stream students develop communication campaigns for an overseas non-government organisation (NGO) without leaving campus. This is an exciting opportunity to combine what you've learnt in the classroom with issues currently affecting communities in our region while also gaining real life work experience through a unique virtual environment in an international context.

The project uses online communications such as Skype, Dropbox and email to engage virtually with the partner organisation. Students work in small teams to develop a campaign plan based on a project brief developed by the NGO. These campaigns will aim to create awareness and influence behaviour, attitude and opinion whilst representing marginalised groups' best interests.

Design 20% (Group)

Students will collaboratively design and develop written and audio visual material such as logos, brochures, flyers, Facebook and webpage content, slide shows, and other digital material. The project brief will be available in Week 2. You will have six formal Skype meetings with the partner during one hour extended tutorial sessions. In Week 13 you will formally present the project plan to the partner via Skype.

Report 40% (Individual)

Submit a written plan (report format available on iLearn) to the client in Week 13. Each student in the team will be responsible for different sections of the report which will be marked individually. All sections will be collated and submitted as one report clearly identifying the author(s) of each section, and a copy placed in Dropbox for Partner use. For their individual component students will do the following:

1. Demonstrate progressive contribution by filling the work-in-progress campaign template which will be checked by the convenor every two weeks.
2. Keep a record of attendance and their contribution to group meetings.
3. Write a section of the report of approximately 2000 words.

Assessment submission: In-class group presentation to the partner on Skype. Report to be submitted in Turnitin by one person in the group. Leave a copy of the report in the assigned Dropbox for the partner's use.

Assessment Criteria

Students will be assessed on their ability to: Present a clear campaign plan within the required framework; Integrate ethical, sustainable and cross cultural perspectives in project design; Find effective solutions and apply originality in message design; Apply advanced communication skills in written and verbal form including presentation skills using resources and graphics in a virtual environment; Participate in team work by behaving pro-actively, being punctual, meeting deadlines and accepting responsibility in a professional setting.

The current partner is Empower Pacific in Fiji. For more information follow this link:

http://students.mq.edu.au/opportunities/professional_and_community_engagement/pace_international/a_world_of_opportunities/on_campus/

On successful completion you will be able to:

- Evaluate critically the effectiveness of various social change campaigns.
- Analyse the problems of planning campaigns which are ethical, sustainable, and cross cultural.
- Identify social issues in the developing world and find effective solutions.
- Apply advanced communication skills, including the ability to critique, write and present clear and persuasive arguments.
- Participate in team activities during and outside of class to achieve outcomes in a professional context.
- Collaborate and interact professionally with outside partners in a cross-cultural and virtual environment.

Self reflection

Due: **Week 13**

Weighting: **20%**

Each student will keep a self-reflection journal about their engagement in the PACE project and how it has extended their skills and knowledge in an area of social change. This may include observations about cross cultural communication, collaborative problem solving, team work, listening skills, personal communication style, and the impact on your career choice. You can also comment about the online technologies and their influence on communication with the partner and with peers. Word count 1000 words.

Assessment submission: Turnitin

Assessment Criteria: Your ability to reflect as a global citizen about your own contribution to social change within a professional, cross-cultural and virtual environment.

On successful completion you will be able to:

- Identify social issues in the developing world and find effective solutions.
- Apply advanced communication skills, including the ability to critique, write and present clear and persuasive arguments.
- Participate in team activities during and outside of class to achieve outcomes in a professional context.
- Collaborate and interact professionally with outside partners in a cross-cultural and virtual environment.

Delivery and Resources

Delivery

There are no face to face lectures in this unit. Lectures will be recorded and can be accessed on Echo by Monday of each week. Tutorials begin in Wk 2.

All written assignments must be submitted into Turnitin. The online quiz is available via iLearn.

Resources

REQUIRED READING

ICOZ202 Unit readings are available online.

RECOMMENDED READING

Recommended texts are available in reserve section of the library or online as follows:

Andreasen, A. (2006). *Social Marketing in the 21st Century*, Thousand Oaks; London; Delhi: Sage.

Donovan, Rob; Henley, Nadine (2010). *Principles and Practice of Social Marketing : An International Perspective*. Retrieved from <http://www.ebib.com>

Ferguson, Sherry Devereaux (1999). *Communication Planning: An Integrated Approach*, Thousand Oaks: Sage Publications.

Gumucio-Dagron, A. and Tufte, T. (2006). *Communication for Social Change Anthology: Historical and Contemporary Readings*, New Jersey: Communication for Social Change Consortium.

Hastings, G. (2007). *Social Marketing: Why Should the Devil Have all the best Tunes?* Oxford: Elsevier.

Melkote, S. and Steeves, L. (2001). *Communication for Development in the Third World*. New Delhi, Thousand Oaks, London: Sage.

Mody, B. (Ed.) (2003) *International and Development Communication: A 21st Century Perspective*. Thousand Oaks, London, New Delhi: Sage.

Rice, R. & Atkins, C. (Eds.) (2013). *Public Communication Campaigns*, 4th Edition. Thousand Oaks: Sage Publications.

Wilkins, Karin Gwinn; Tufte, Thomas; Obregon, Rafael (2014). *Handbook of Development Communication and Social Change*. Retrieved from <http://www.ebilib.com>

Useful Online Resources

United Nations <http://www.un.org/english/>

Sustainable Development Goals <http://www.un.org/sustainabledevelopment/sustainable-development-goals/>

UNDP <http://www.ua.undp.org/content/undp/en/home/sdgooverview/post-2015-development-agenda.html>

World Bank <http://www.worldbank.org/>

Communication For Social Change www.communicationforsocialchange.org/

Communication Initiative Network www.comminet.com/

UNIFEM's 'Say NO to Violence against Women' http://www.unifem.org/campaigns/vaw_25nov/

Worldaids campaign http://www.worldaidscampaign.info/static/en/campaigns/in_country_campaigns/

GetUp! Action for Australia <http://www.getup.org.au/campaigns/>

Greenpeace <http://www.greenpeace.org/international/en/>

The Community Tool Box <http://ctb.ku.edu/en/tablecontents/>

Unit Schedule

Week 1 Unit Overview and Introduction to the field	An overview of the unit and introduction to the field. Who are the main actors (NGOs, UN, Government agencies) and what are the employment opportunities in the field? What are the Sustainable Development Goals?
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<p>Week 2</p> <p>Approaches to Information Campaigns</p>	<p>Development communication, social marketing and public communication campaigns are different ways of achieving the same goal; to bring about planned social change using information in a relatively well defined audience</p>
<p>Week 3</p> <p>Theories that Inform the Field</p>	<p>Over the years theories of modernisation, empowerment, stages of change and health belief models have informed campaign design.</p>
<p>Week 4</p> <p>Research Techniques</p>	<p>Formative evaluation research provides vital information about target audiences and their orientation which is useful in message creation and implementation to achieve the desired outcome.</p>
<p>Week 5</p> <p>Planning the Campaign</p>	<p>Through a case study of a social marketing campaign various aspects of campaign planning and implementation are discussed and critiqued.</p>
<p>Week 6</p> <p>Campaign Objective and Strategy</p>	<p>Developing a public communication campaign requires clear articulation of the objectives and strategies which are critical to a campaign's success. These relate to the types of behaviour change in the target group, and choice of message and media.</p>
<p>Week 7</p> <p>Target Groups - Cultural and Gender Awareness</p>	<p>In developing an international campaign, organisers must have a deep cross-cultural awareness. This includes understanding the interplay of verbal communication, non-verbal communication, the cultural context and gender considerations.</p>
<p>Week 8</p> <p>Media Selection</p>	<p>Choosing appropriate media for message delivery is important in reaching the targeted group. As people's use of media varies, a combination of different media is essential. Media selection can include print, radio and TV, as well as folk theatre, community media and the emerging new media such as the internet.</p>
<p>Week 9</p> <p>Message Design and Principles of Persuasion</p>	<p>Modern messages are constructed using theories of perception, cognition and information acquisition. An understanding of these theories helps in the design and construction of messages that have an impact on the target audience and their behaviour.</p>
<p>Week 10</p> <p>Implementation and Ethics</p>	<p>Campaigners should have an awareness of moral guidelines during the implementation phase.</p>
<p>Week 11</p> <p>Feedback and Evaluation</p>	<p>A look at the least researched area of communication campaigns. Many campaigns fail to carry out feedback and evaluation which can provide valuable knowledge to other campaign organisers and social marketers on how to improve on past mistakes or integrate best practices.</p>

Week 12 and 13	Finalise your campaign and present your campaign plan to the partner organisation.
Issues to consider in the future	

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_2016.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

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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

IT Help

For help with University computer systems and technology, visit 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.

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/

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

Information is correct at the time of publication

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 the problems of planning campaigns which are ethical, sustainable, and cross cultural.
- Identify social issues in the developing world and find effective solutions.

Assessment task

- Campaign Plan

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

- Analyse the problems of planning campaigns which are ethical, sustainable, and cross cultural.
- Identify social issues in the developing world and find effective solutions.
- Apply advanced communication skills, including the ability to critique, write and present clear and persuasive arguments.
- Participate in team activities during and outside of class to achieve outcomes in a professional context.
- Collaborate and interact professionally with outside partners in a cross-cultural and virtual environment.

Assessment tasks

- Campaign Plan
- Self reflection

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 outcomes

- Identify social issues in the developing world and find effective solutions.
- Apply advanced communication skills, including the ability to critique, write and present clear and persuasive arguments.
- Participate in team activities during and outside of class to achieve outcomes in a professional context.
- Collaborate and interact professionally with outside partners in a cross-cultural and virtual environment.

Assessment tasks

- Campaign Plan

- Self reflection

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

- Identify and discuss key theories and concepts in the field of communication for social change.
- Evaluate critically the effectiveness of various social change campaigns.
- Analyse the problems of planning campaigns which are ethical, sustainable, and cross cultural.
- Apply advanced communication skills, including the ability to critique, write and present clear and persuasive arguments.

Assessment tasks

- Knowledge Quiz
- Campaign Plan

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

- Evaluate critically the effectiveness of various social change campaigns.
- Analyse the problems of planning campaigns which are ethical, sustainable, and cross cultural.
- Identify social issues in the developing world and find effective solutions.
- Apply advanced communication skills, including the ability to critique, write and present clear and persuasive arguments.

Assessment task

- Campaign Plan

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

- Evaluate critically the effectiveness of various social change campaigns.
- Analyse the problems of planning campaigns which are ethical, sustainable, and cross cultural.
- Participate in team activities during and outside of class to achieve outcomes in a professional context.

Assessment task

- Campaign Plan

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

- Analyse the problems of planning campaigns which are ethical, sustainable, and cross cultural.
- Apply advanced communication skills, including the ability to critique, write and present clear and persuasive arguments.
- Participate in team activities during and outside of class to achieve outcomes in a professional context.
- Collaborate and interact professionally with outside partners in a cross-cultural and virtual environment.

Assessment tasks

- Campaign Plan
- Self reflection

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

- Evaluate critically the effectiveness of various social change campaigns.
- Analyse the problems of planning campaigns which are ethical, sustainable, and cross cultural.
- Identify social issues in the developing world and find effective solutions.
- Collaborate and interact professionally with outside partners in a cross-cultural and virtual environment.

Assessment tasks

- Campaign Plan
- Self reflection

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

- Analyse the problems of planning campaigns which are ethical, sustainable, and cross cultural.
- Identify social issues in the developing world and find effective solutions.
- Participate in team activities during and outside of class to achieve outcomes in a professional context.
- Collaborate and interact professionally with outside partners in a cross-cultural and

virtual environment.

Assessment tasks

- Campaign Plan
- Self reflection

Changes from Previous Offering

Critique of a current campaign is no longer required

PACE Stream

PACE INTERNATIONAL PROJECT IN ICOZ202

This project is a unique opportunity for students to undertake a project to develop communication campaigns for an overseas non-government organisation (NGO) without leaving campus! You will contribute to the efforts of an NGO working on issues affecting our region while also gaining real life work experience in international communication in an ever increasing technological environment. This is an on-campus project which will use online communication technologies such as Skype and email to engage virtually with the partner organisation. Working in small teams, students develop a campaign plan based on a project brief provided by the NGO. You will utilise your knowledge and skills to create innovative communication campaigns based on real-life issues that are able to be delivered in a cross-cultural context. These campaigns will aim to influence changes in behaviour, thought and opinion whilst representing marginalised groups' best interests. Students follow the same lectures and unit resources as for ICOM202.

This is an exciting opportunity to combine what you've learnt in the classroom with a real world issue and undertaken in a unique virtual environment. The Project Overview should be read in conjunction with the ICOZ202 Unit Guide which outlines the required academic activities and assessment tasks. If you have any questions about this process, please email arts.pace@mq.edu.au.

For more information follow this link:

http://students.mq.edu.au/opportunities/professional_and_community_engagement/pace_international/a_world_of_opportunities/on_campus/