MDIA2012

Promotional Cultures

Term Two // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
James Wiggins	james.wiggins@unsw.edu.au	Email to arrange phone or video call.	Room 312, level 3 Robert Webster Building	

Tutors

Name	Email	Availability	Location	Phone
Ashley McGrath	ashley.mcgrath@unsw.edu.au	Email to arrange phone or video call.	Room 312, level 3 Robert Webster Building	

School Contact Information

School of the Arts and Media

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

At any given moment, on any given day, we are being sold something. It may be as simple as a product or as complex as an entire way of life. We call this type of communication 'promotion'. And, like it or not, its tendrils are present in every facet of our lives. On a granular level, these tendrils may influence the clothes we wear or the entertainment we view. On a more grand scale, promotion is central to our politics and our economy.

We live in a promotional culture. This course will provide you with the history and theories of how this culture came to be. And, as the two most significant and established fields within promotion, public relations and advertising will provide the focus for doing this. So, whether you plan to be a practitioner, a scholar, or simply a more informed citizen, this course offers vital knowledge on how promotional communications operate and the repercussions they have had for our society.

Course Learning Outcomes

1. Apply concepts and theories of promotion to critically analyse promotional texts.
2. Describe and discuss the history of promotional practices and their impact on society.
3. Craft a clear, critical and persuasive argument which addresses the histories and cultures of promotion.

Teaching Strategies

Interactive, participatory and reflective teaching approaches will be prioritized along with conceptual frameworks and applied methods. These teaching strategies encourage students to immerse themselves in the history and critical approaches of public relations and advertising in order to promote reflection and the application of this material in both future academic and industry pursuits.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Reflection exercise	20%	03/07/2020 08:00 PM	1,3
Discussion Leadership	30%	As arranged with Tutor.	2,3
Critical Essay	50%	07/08/2020 08:00 PM	1,2,3

Assessment Details

Assessment 1: Reflection exercise

Start date:

Details:

1200 word case study. Apply concepts and theories of promotion to craft a clear, critical and persuasive argument which addresses the histories and cultures of promotion. Individual assessment. Feedback via course LMS.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Discussion Leadership

Start date:

Details:

12 minute presentation, video-recorded, on a particular topic as arranged with Tutor. Presentation focus will be on the history of promotional practices and a persuasive and critical analysis of their impact on society. Topics will relate to course content as the Term progresses and so submission dates will be staggered. Uploaded videos will be viewable by other students. Individual assessment. Feedback by LMS.

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Critical Essay

Start date:

Details:

Approximately 2000 words.

- Apply concepts and theories of promotion to critically analyse promotional texts.
- Describe and discuss the history of promotional practices and their impact on society.
- Craft a clear, critical and persuasive argument which addresses the histories and cultures of promotion.

Feedback provided via LMS.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 1 June - 5 June	Lecture	Sociology, psychology and the scientific approach to governing public opinion.
	Tutorial	Course overview and expectations, and exploration of the Century of the Self: the emergence of modern PR in the early 20th century.
Week 2: 8 June - 12 June	Lecture	The rise of individualism.
	Tutorial	The evolution of consumer culture.
Week 3: 15 June - 19 June	Lecture	The evolution of commodity fetishism.
	Tutorial	The emergence of modern advertising.
Week 4: 22 June - 26 June	Lecture	Forms of power in promotional cultures.
	Tutorial	Exploration of the shifting balances of power in promotional culture.
Week 5: 29 June - 3 July	Lecture	Revealing the DNA of the Spectical in promotional cultures.
	Tutorial	Theorising power within promotional cultures.
Week 6: 6 July - 10 July	Reading	Reading week - no Lectures or Tutorials.
Week 7: 13 July - 17 July	Lecture	The logic of contemporary branding.
	Tutorial	Exploring the ubiquity of the brand in promotional cultures.
Week 8: 20 July - 24 July	Lecture	The brave new world of attention, automation and identity.
	Tutorial	Targeted advertising in the age of big data.
Week 9: 27 July - 31 July	Lecture	Political communications and promotional cultures.
	Tutorial	The life of narratives in the new world of participatory propaganda.
Week 10: 3 August - 7 August	Lecture	Commodification of the values, beliefs and attitudes that define our ways of life.
	Tutorial	The sociocultural implications of PR as a promotional industry.

Resources

Prescribed Resources

N/A

Recommended Resources

Davis, Aeron. 2013. *Promotional Cultures: The Rise and Spread of Advertising, Public Relations, Marketing and Branding*, Cambridge: Polity Press.

Course Evaluation and Development

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
http://subjectguides.library.unsw.edu.au/elise/aboutelise

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

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Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.