



# COMM11108 Communication and Politics

## Term 2 - 2017

Profile information current as at 06/05/2024 02:25 am

All details in this unit profile for COMM11108 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

This unit examines and explains the process of communication within the political context of Australia. It will identify elements of a contemporary political environment. You will be able to recognise key communication forms of the political process, such as identifying stakeholders, lobbying and political issues, and will present an analysis of a contemporary political issue.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 1*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 2 - 2017

- Distance
- Perth
- Rockhampton

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Presentation and Written Assessment**

Weighting: 40%

#### 2. **Written Assessment**

Weighting: 35%

#### 3. **Written Assessment**

Weighting: 25%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Student evaluation.

##### Feedback

The textbook was dull/irrelevant.

##### Recommendation

The unit text will be replaced before Term 1, 2017.

#### Feedback from Student evaluation.

##### Feedback

The unit assessment was far too vague.

##### Recommendation

Unit assessment items will be reviewed for clarity of expression and requirement.

## Unit Learning Outcomes

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

1. Discuss the overall structure of communication within the Australian political context.
2. Compare and contrast the similarities and differences between communication in the Australian political process and an international model.
3. Identify and discuss key elements of communication inherent to a contemporary political issue.
4. Analyse and differentiate the key aspects of a contemporary political issue.

n/a

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Presentation and Written Assessment - 40%	•	•	•	•
2 - Written Assessment - 35%	•		•	
3 - Written Assessment - 25%	•	•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Communication	•	•	•	•
2 - Problem Solving	•		•	
3 - Critical Thinking	•	•	•	•
4 - Information Literacy	•		•	•
5 - Team Work	•	•		
6 - Information Technology Competence			•	•
7 - Cross Cultural Competence	•	•	•	
8 - Ethical practice				
9 - Social Innovation				
10 - Aboriginal and Torres Strait Islander Cultures				

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Presentation and Written Assessment - 40%	•	•	•	•		•	•			
2 - Written Assessment - 35%	•	•	•	•		•				
3 - Written Assessment - 25%	•	•	•	•	•	•		•		

## Textbooks and Resources

### Textbooks

COMM11108

#### Prescribed

##### **Politics, Media and Democracy in Australia**

Edition: 1st (2017)

Authors: Brian McNair, Terry Flew, Stephen Harrington, Adam Swift

Routledge

Oxford , USA and UK

ISBN: 9781138779426

Binding: Hardcover

#### **Additional Textbook Information**

A link to the Kindle edition of this text will be located on the unit's Moodle site. However, if you prefer a paper copy, you can purchase one at the CQUni Bookshop here: <http://bookshop.cqu.edu.au>

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Tris Kerslake** Unit Coordinator

[t.kerslake@cqu.edu.au](mailto:t.kerslake@cqu.edu.au)

## Schedule

### Week 1 - 10 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
<b>Module 1:</b> This first week, we examine the central role of journalistic media in the construction of an informed citizenry and deliberative democracy. The liberal media's functions of reportage, analysis, commentary, representation and advocacy are recognised to underpin genuinely democratic political systems.	Chapter 1: Introduction to Politics, Media and Democracy in Australia	Unit text: <b>Prescribed:</b> <i>Politics, Media and Democracy in Australia</i> (2017) Brian McNair, Terry Flew, Stephen Harrington, Adam Swift, Routledge <b>Optional:</b> <i>A Dictionary of Australian Politics</i> , Dickenson & Corcoran (2010)

### Week 2 - 17 Jul 2017

Module/Topic	Chapter	Events and Submissions/Topic
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**Module 2:**

In week 2, we look at the growth of political communication linked to the emergence of democratic polities, the rise of mass communication media and the development of techniques for the management of public opinion – public relations.

**Chapter 2:**

The Politics–Media Relationship in Australia: Spin, Political Communication and the Mediatization of Politics

**Week 3 - 24 Jul 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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**Module 3:**

The rise of minor parties and populist movements also signals a growing dissatisfaction with the mainstream political parties and politics-as-usual. This week, we consider critics of the political class.

**Chapter 3:**

The Insiders and their Critics

**Week 4 - 31 Jul 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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**Module 4:**

Not so long ago the Australian public sphere comprised a relatively small number of outlets on three media platforms: print, TV and radio. Today, Australia is a strategically important player in the globalised public sphere. We consider the immensity of the online sector which surrounds and encloses us all.

**Chapter 4:**

Mapping the Australian Political Public Sphere

**Week 5 - 07 Aug 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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**Module 5:**

This week we consider the structure of political press coverage. Has the standard of political reportage fallen as a function of reduced newsrooms? We examine three of Australia's newspapers: *The Australian*; *The Sydney Morning Herald* and *The Courier-Mail*.

**Chapter 4 (cont/d.):**

Mapping the Australian Political Public Sphere

**Vacation Week - 14 Aug 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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**Break week**

Have a break!

**Week 6 - 21 Aug 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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**Module 6:**

The Australian political public sphere covers a broad spectrum of genres and formats, from traditionally 'serious' analysis, through a range of magazine television formats to more popular infotainment. This week we examine politics in the audio-visual sphere.

**Chapter 5**

The Audio-Visual Public Sphere

**Assessment Item 1: Political Blog and Forum Discussion** Due: Week 6 Friday (25 Aug 2017) 6:00 pm AEST

**Week 7 - 28 Aug 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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**Module 7:**

What is a 'political issue'? How do we know when we are discussing one?  
 What is 'democratic participation'?  
 This week, we consider live political discussion in television and talk-back radio.

Chapter 7:  
 More questions than answers

**Week 8 - 04 Sep 2017**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Module 8:</b> This week we consider similarities and differences in international media outlets when discussing political topics. Specific focus will be on The BBC World News; The Times of India and the US television news channel, CNN.	Refer to Week 8 Module for a list of readings and links.	<b>Assessment Item 2: Political Issue Analysis</b> Due: Week 8 Friday (8 Sept 2017) 6:00 pm AEST

**Week 9 - 11 Sep 2017**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Module 9:</b> This week, we will look specifically at three examples of popular televisual political discourse – forms of infotainment, as such styles are often described as “unorthodox news”. We consider the role these forms play in the political public sphere in Australia.	Chapter 8: Infotainment and Hybridization in the Australian Political Public Sphere – The Project, Kitchen Cabinet, Gruen Nation	

**Week 10 - 18 Sep 2017**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Module 10:</b> How are political discussions shaped online? This week we will look at the new forces changing the way we learn about politics and how ordinary people may raise their voice in pursuit of a political goal. Social media has a great deal to say about contemporary politics, especially <i>Twitter</i> and <i>Facebook</i> .	Refer to Week 10 Module for a list of readings and links	

**Week 11 - 25 Sep 2017**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Module 11:</b> Is legacy media becoming redundant in the digital age? We consider the impact of overseas media brands with local editions on Australian perspectives. We also examine hybridity in political discussion in the blogosphere.	Chapter 9: An Evaluation of The Political Public Sphere in Australia Conclusions and Key Findings	

**Week 12 - 02 Oct 2017**

Module/Topic	Chapter	Events and Submissions/Topic
<b>Module 12:</b> Review week in which we revisit the key elements of politics in the media. There is no new information this week.	Refer to Week 12 Module for a list of revisionary links and activities.	<b>Assessment Item 3: Media Report Presentation</b> Due: Week 12 Friday (6 Oct 2017) 6:00 pm AEST

**Review/Exam Week - 09 Oct 2017**

Module/Topic	Chapter	Events and Submissions/Topic
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## Assessment Tasks

### 1 Assessment Item 1: Political Blog and Forum Discussion

#### Assessment Type

Presentation and Written Assessment

#### Task Description

#### Political Blog and Forum Discussion - Five posts, approx 1500 words total (40 marks)

This task specifically requires you to:

1. Set up a blog via WORDPRESS (via <https://signup.wordpress.com/signup/> ) or you may use a pre-existing blog if you wish, ensuring it is suitable for academic work.
  2. Select five (5) current political issues to research and discuss each one in a separate blog post:
    - Two Australian issues - focus on the media source of the information you use. What does this tell you about the issue under discussion? In both posts, discuss how Agenda Setting Theory is used to direct the implied audience. 250-300 words for each post.
    - Two international issues - focus on the similarities and differences of the reporting of international political news to domestic Australian political news. In both posts, discuss how Framing Theory is used to direct the implied audience. 250-300 words for each post.
    - One issue that is both Australian and International - focus on the strengths and weaknesses of the reporting of the issue. Is either Agenda Setting and/or Framing Theory used in the discussion? 250-300 words.
  3. Post all five of these discussions between week 1 and week 6. Each post must be illustrated with a variety of media, (e.g. written text, images, video, sound bites, hyperlinks to other sources, stats, etc.) Remember, all external sources must be referenced in each post in-text and in a Reference list.
  4. Each post should contain a minimum of two (2) formal APA references.
- Note:** The original upload dates of each blog post will be visible. Your first post must be available on the discussion forum by the end of week 2. Do not upload multiple posts in the same week or the same day, although you may edit your posts based on feedback prior to submission for marking.
5. Upload the URL link of each of your posts to the Moodle Blog Discussion Forum and invite the group to review your analysis. This enables other students to read your ideas and offer their own opinion of your discussion. Posts will be monitored by the Unit Coordinator.
  6. While not compulsory, it is expected that you will offer your own feedback on at least 3 other student blog posts. This activity will also enable you to improve the quality of your own work.
  7. To submit this completed assignment for marking, upload a copy of the assignment marking sheet with your name and a URL link to your blog as a WORD document via Moodle.

Further details of this assignment are available on the Moodle website.

#### Assessment Due Date

Week 6 Friday (25 Aug 2017) 6:00 pm AEST

Online submission of a written assignment in week 12.

#### Return Date to Students

Week 8 Friday (8 Sept 2017)

Marks and feedback will normally be returned within two weeks of assignment submission

#### Weighting

40%

#### Assessment Criteria

1. using an appropriate presentation format
2. quality and accuracy of referencing
3. standard of presentation including expression
4. relevance to the unit concepts and textbook
5. depth of analysis rather than the description
6. argument and appropriate use of examples

#### Referencing Style



- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Submit assignment to Moodle online via Turnitin

### **Learning Outcomes Assessed**

- Discuss the overall structure of communication within the Australian political context.
- Compare and contrast the similarities and differences between communication in the Australian political process and an international model.
- Identify and discuss key elements of communication inherent to a contemporary political issue.
- Analyse and differentiate the key aspects of a contemporary political issue.

### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence

## **2 Assessment Item 2: Political Issue Analysis**

### **Assessment Type**

Written Assessment

### **Task Description**

#### **Political Issue Analysis 1450 - 1550 words (35 marks)**

This task specifically asks you to:

1. Select one of the international blog posts you have submitted for Assignment #1.
2. Expand the post into a 1500 word analysis for a 17-year old Australian reader.

Include an explanation of:

- Why the international event is important to Australians. Use additional examples to illustrate your argument if necessary.
- What level of Australian politics might get involved here and why? - Federal, State or Local? (or all three?)
- How this event links to other recent events.
- Where this situation might lead if not properly addressed.

Also include the following where possible:

- Images/photographs
- A relevant You Tube/video link
- Links to connected discussions on social media (e.g.. Facebook, Pinterest, Tumblr etc.)
- A relevant Tweet or Tweet thread (or on Mastodon, Snapchat, etc.)

3. All external sources must be referenced in the APA style. The inclusion of journal articles and other academic materials would be highly regarded.

4. The written assignment should be submitted to Moodle via the normal assignment submission process by or before the submission deadline.

Further details on this assignment task are available on the Moodle website.

### **Assessment Due Date**

Week 8 Friday (8 Sept 2017) 6:00 pm AEST

Online assignment via Moodle.

### **Return Date to Students**

Week 10 Friday (22 Sept 2017)

Marks and feedback will normally be returned within two weeks of assignment submission

### **Weighting**

35%

### **Assessment Criteria**

1. the number and relevance of explanatory material

2. accuracy of referencing
3. standard of presentation
4. relevance to the unit concepts and textbook
5. quality of analysis
6. argument and appropriate use of examples.

### Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### Submission

Online

### Submission Instructions

To be submitted to Moodle via Turnitin process

### Learning Outcomes Assessed

- Discuss the overall structure of communication within the Australian political context.
- Identify and discuss key elements of communication inherent to a contemporary political issue.

### Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

## 3 Assessment Item 3: Media Report Presentation

### Assessment Type

Written Assessment

### Task Description

#### Media Report (Powerpoint) Presentation with voiceover (25 marks)

This task specifically asks you to:

1. Choose one of the following topics in this unit:

- The role of journalistic media in the construction of democracy.
- Australian politics in 'serious' analysis and popular infotainment.
- How do different media treat political discussions differently?
- Social media and contemporary Australian politics.
- The impact of overseas media brands with local editions on Australian perspectives.

2. Create a PowerPoint presentation with a 7 minute voiceover on one of the above options, incorporating two recent political issues to illustrate your argument.

**Note:** Instead of PowerPoint, you may use *Prezi*, *Haiku Deck*, *Keynote* or any similar presentation software.

3. In the presentation, consider the following points to help focus your discussion:

- How your selected issues have been treated in the media.
- Examine similarities and differences. Is the issue reported in the same way in each instance?
- Is the tone or formality of the writing different?
- Is difference in coverage connected to the medium being used?
- Is there evidence of Agenda setting or Framing theory?

4. The presentation should be produced with the following structure:

- Title page
- Introduction
- Analysis
- Summary
- References

**Note:** All external sources must be referenced in the APA style.

Further information on this assignment is available on the Moodle unit website.

### Assessment Due Date

Week 12 Friday (6 Oct 2017) 6:00 pm AEST

The assignment marking sheet is to be uploaded to Moodle with the blog URL

**Return Date to Students**

Exam Week Friday (20 Oct 2017)

Marks and feedback will normally be returned within two weeks of assignment submission

**Weighting**

25%

**Assessment Criteria**

1. the relevance and accuracy of the sourced material
2. quality and accuracy of referencing
3. appropriateness of the presentation
4. relevance to the unit concepts and textbook
5. depth of analysis rather than the description
6. argument and appropriate use of examples and media

**Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

**Submission**

Online

**Submission Instructions**

Upload the assignment marking sheet together with the URL of your blog.

**Learning Outcomes Assessed**

- Discuss the overall structure of communication within the Australian political context.
- Compare and contrast the similarities and differences between communication in the Australian political process and an international model.
- Identify and discuss key elements of communication inherent to a contemporary political issue.
- Analyse and differentiate the key aspects of a contemporary political issue.

**Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Ethical practice

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem