



COMM11108 *Communicating for Social Change*

Term 2 - 2018

Profile information current as at 27/04/2024 09:10 pm

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.

Corrections

Unit Profile Correction added on 21-06-18

The CORRECT text for this unit is: The Media and Political Process : 2nd Edition Author: Louw, Eric ISBN: 978-1-84860-447-6

General Information

Overview

Social change is defined by the significant alteration of social structure and cultural patterns. This unit will examine the political influence and communication techniques used to effect meaningful social change, including the rise of social media. You will identify and explain key elements of the democratic process in Australia including relationships between the three levels of government and will critique an example of an effective social change campaign. From this in-depth analysis you will further extend and develop key socially innovative communication techniques applicable to future social change events.

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 - 2018

- Cairns
- Distance
- Perth
- Rockhampton
- Townsville

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. **Written Assessment**

Weighting: 50%

2. **Written Assessment**

Weighting: 50%

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

A small number of students suggested the final assignment, the presentation, could be better explained.

Recommendation

It is recommended that all assessment items be reviewed for understanding, relevance and clarity.

Feedback from Professional Communication Planning Day Dec 2017

Feedback

The unit's content is considered dated and losing relevance in a rapidly changing global political landscape.

Recommendation

It is recommended the unit undergoes a complete review - due to dramatic shifts in the Australian and international political landscapes - to ensure the unit remains relevant.

Feedback from Student evaluation and Professional Communication Planning Day 2017

Feedback

Some students considered the unit title to be a misnomer and felt the content could be more accurately described in the unit name.

Recommendation

It is recommended the unit undergoes a complete review, including the unit title, to better reflect the content and tone of the unit.

Unit Learning Outcomes

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

1. Define social change in the context of the Australian democratic political system.
2. Examine a social change event to identify socially innovative communication techniques.
3. Compare and contrast the role of traditional and social media in the context of social change.
4. Analyse and evaluate a real-world social change campaign in a political context.

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 - Written Assessment - 50%	•	•		
2 - Written Assessment - 50%			•	•

Alignment of Graduate Attributes to Learning Outcomes

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 - Written Assessment - 50%	•		•	•				•	•	
2 - Written Assessment - 50%	•	•	•	•		•			•	

Textbooks and Resources

Textbooks

COMM11108

Prescribed

Politics , Media and Democracy in Australia : Public and Producer Perceptions of the Political Public Sphere (2017)

Authors: McNair, B

Taylor and Francis

London , UK

ISBN: 9781138779426

Binding: Paperback

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

Lincoln Bertoli Unit Coordinator

l.bertoli@cqu.edu.au

Schedule

Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Social Change This module will introduce you to the concept of social change in a democratic political environment including standard definitions, historical context and practical examples in contemporary Australian culture.	Louw, Chapter 1	

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Democracy and the Australian Political System To affect meaningful social change, it is imperative that you have a thorough understanding of democracy and the Australian political system. Module Two will break down the fundamentals of Australian politics and explain the roles of elected representatives across Local, State and Federal Governments.	Louw, Chapter 3	

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Three levels of Government: How They Work Together There's an old saying in Australian politics: you can't have one, without the other... and it's in Module Three that you will explore the fundamental relationships between the three levels of government. This will include analysis of social change campaigns between governments, notably the forced amalgamation of local governments in Queensland.	Louw, Chapter 4	

Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
People Power: Affecting Social Change in a Democratic Society In this Module you will explore how 'people power' - that is, strong demonstrations of public opinion - can affect cultural shifts and social change by lobbying the appropriate levels of government. The de-amalgamation of four Queensland Councils will be examined as an example.	Details in the Study Guide Lesson - located on the unit website.	

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Spreading the Word: Successful Communication Techniques

Module Five provides an introduction to traditional and digital communication techniques used in social change campaigns, including the role of the media and rise of social media. You will also look at the role of professional lobbyists and public relations practitioners in a political context.

Louw, Chapter 2

Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Case Study: Same Sex Marriage in Australia

In December 2017, history was made when Federal Parliament voted in favour of legalising same sex marriage in Australia. In Module Six you will apply key concepts from the unit content to analyse the campaign using the following criteria: Voice, Action and Outcome. You will also examine perceived shortcomings and suggested improvements.

Details in the Study Guide Lesson - located on the unit website.

Assessment 1 - Local Government Process and Essay
Due Friday Week 6 (Friday, 24 August 2018) at 17:00pm AEST.

Local Government Meeting Attendance and Process Due: Week 6 Friday (24 Aug 2018) 5:00 pm AEST

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Social Media: The Voice of the People

Module Seven outlines the unprecedented impact of social media in raising public profile and garnering mass support for issues of contention, thus influencing political decisions and social change. You will explore the role of social media through the case study from Module Six, including the rise of hashtags.

Details in the Study Guide Lesson - located on the unit website.

Week 8 - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
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The Role of Traditional Media

The nature of modern media enables journalists to communicate with mass audiences. This module will examine how social change issues are portrayed in the media and how such coverage can ultimately influence potential outcomes. You will discuss whether objectivity is still a core value of modern journalists, particularly concerning government issues.

Details in the Study Guide Lesson - located on the unit website.

Week 9 - 10 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Lobbying and the Art of Political Spin

Just as magicians use smoke and mirrors to create illusions, so too does the political machine to divert attention from an unsuspecting audience. Module Nine provides an in-depth look at the art of public relations and selling the political message, as well as the external lobbyists whose job it is to win favour and influence political decisions.

Details in the Study Guide Lesson - located on the unit website.

Week 10 - 17 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Political Practice and Application of the Message

This Module breaks down the political process and explores the progress of a social change campaign from concept to reality. You will gain an understanding of primary government papers (Green and White) including those written to generate discussion, and those outlining legislation and policy, in-line with your second assessment.

Details in the Study Guide Lesson - located on the unit website.

Week 11 - 24 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
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What Does the Future Hold?

Module 11 focuses on the future and how YOU - the social innovators and cultural taste makers of tomorrow - will continue to affect meaningful change through technological advances, community service and entrepreneurial enterprise; all of which will ideally provide positive contributions to society.

Details in the Study Guide Lesson - located on the unit website.

Week 12 - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
In Module 12 you will reflect on the unit content and review key concepts.	Details in the Study Guide Lesson - located on the unit website.	Assessment 2 - Lobbying for Social Change (Green Paper or White Paper) Due Friday Week 12 (Friday, 5 October 2018) at 17.00pm AEST. Lobbying for Social Change Due: Week 12 Friday (5 Oct 2018) 5:00 pm AEST

Review/Exam Week - 08 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 15 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Local Government Meeting Attendance and Process

Assessment Type

Written Assessment

Task Description

Part A

Identify your local government area and organise to attend an Ordinary Council Meeting between weeks two (2) and six (6) of term. Prior to attending the meeting, research the meeting agenda and identify two potential social change issues that may require a decision to be made by Council.

During the meeting, pay particular attention to the discussion of these issues, including the background, the voting process and the outcome/s.

Attach the appropriate section of the agenda as an appendix to this assignment as evidence of attendance and research.

Part B

In 1,500 words, analyse the aspects of social change evident in the two issues identified at the meeting.

Link your analysis and findings to relevant unit content, including academic references, to justify and support your arguments.

The point of this analysis is to articulate social change, and identify socially innovative communication techniques in action on a local government level.

Your analysis should be structured around the following sub-headings:

- Introduction - identify the Council area and introduce social change in the context of local government.
- Issue One - provide a brief summary of the first issue including voting process and outcome from the meeting.
- Issue Two - provide a brief summary of the second issue including voting process and outcome from the meeting
- Discussion - Linking with key concepts from the unit, explain how social change was affected through the democratic process, including the role of the media, political and non-political influence.
- Conclusion - justification of your argument

Assessment Due Date

Week 6 Friday (24 Aug 2018) 5:00 pm AEST

Return Date to Students

Week 8 Friday (7 Sept 2018)

The unit coordinator will endeavour to return assessments within two weeks of their due date.

Weighting

50%

Assessment Criteria

Elements assessed for the Meeting component will include:

- Attendance at a Council meeting
- Correct identification of social change issues
- Quality of analysis of the local government meeting and voting process.

Elements assessed for the Analysis component include:

- Attention to task requirements
- Quality of issue analysis including background and appetite for change
- Quality of writing
- Link to unit concepts
- Quality of referencing

A marking rubric is available on the Moodle site.

Referencing Style

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

Submission

Online

Submission Instructions

Submitted as a single document no more than 100MB

Learning Outcomes Assessed

- Define social change in the context of the Australian democratic political system.
- Examine a social change event to identify socially innovative communication techniques.

Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- Ethical practice
- Social Innovation

2 Lobbying for Social Change

Assessment Type

Written Assessment

Task Description

You are a lobbyist advocating on behalf of an innovative Australian social change campaign. Prepare a submission to the relevant level of government in the form of a White Paper or Green Paper to articulate your position and influence social change in a democratic political environment. You may choose an issue or social change campaign identified at your local Council meeting (from Assessment One). Alternatively, you can select a social change campaign of your choosing, with prior approval from the Unit Coordinator, or choose from the options below:

- Plastic Bag Free Queensland - The campaign to ban the use of single use plastic bags in Queensland.
- Changing the date of Australia Day - the push to move Australia Day celebrations to a more culturally sensitive and inclusive date.

Consider the historical context of the issue in Australian culture and explain why there is now an appetite for change, including political and non-political influence. Research which level of government is responsible for legislating change in the context of your chosen social change campaign. Identify and evaluate socially innovative communication techniques used in the social change campaign, paying particular attention to the role of traditional and non-traditional media. Present your argument as a 2,500-word White paper or Green paper, linking with key concepts from the unit to explain if / how social change was affected through the democratic process. Justify what improvements could be made to the campaign and why. Your assessment will include relevant academic references to support your arguments. Each submission should include a preface, explaining the context of the campaign in terms of what you are lobbying, why, to whom and whether your submission is a Green Paper or a White Paper.

The preface is not included in the final word count.

Assessment Due Date

Week 12 Friday (5 Oct 2018) 5:00 pm AEST

Return Date to Students

Exam Week Friday (19 Oct 2018)

The unit coordinator will endeavour to return assessments within two weeks of their due date.

Weighting

50%

Assessment Criteria

Marking criteria will include:

- Appropriate format (Green Paper or White Paper) in context of your social change campaign
- Quality of issue analysis

- Quality of writing
- Link to unit content
- Quality of referencing

Further guidance on this assessment, including a marking rubric is available on the Moodle site.

Referencing Style

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

Submission

Online

Submission Instructions

Submit as a single word document no more than 100MB.

Learning Outcomes Assessed

- Compare and contrast the role of traditional and social media in the context of social change.
- Analyse and evaluate a real-world social change campaign in a political context.

Graduate Attributes

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

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