COMM11108 *Communicating for Social Change*
Term 2 - 2023

Profile information current as at 12/10/2024 05:03 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.

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 - 2023

- Online
- 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. **Written Assessment**
Weighting: 20%
2. **Written Assessment**
Weighting: 40%
3. **Written Assessment**
Weighting: 40%

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 2022 Student evaluation survey

Feedback
Students commented favourably on the real-world issues and case studies covered in the unit content.

Recommendation
Maintain the real-world issues and case studies covered in the unit content.

Feedback from 2022 Student evaluation survey

Feedback
Students commented on the positive learning experience and informative assessment feedback provided by the Unit Coordinator.

Recommendation
Maintain the positive learning experience and informative assessment feedback provided by the Acting Unit Coordinator.

Feedback from 2022 Student evaluation survey

Feedback
Some students requested the weighting of each marking criteria be made available on the marking rubrics.

Recommendation
Review the marking rubrics and make any necessary adjustments where possible for future offerings.

Unit Learning Outcomes

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

1. Define social change and identify an example
2. Observe the democratic process through the practice of local government
3. Analyse and evaluate a real-world social change event
4. Discuss social change as it applies to the three levels of government in Australia
5. Compare and contrast the role of traditional and social media using a social change campaign.

n/a

Alignment of Learning Outcomes, Assessment and Graduate Attributes

— N/A Level | • Introductory Level | • Intermediate Level | • Graduate Level | ◦ Professional Level | ◦ Advanced Level

Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Written Assessment - 20%	•				
2 - Written Assessment - 40%		•	•		
3 - Written Assessment - 40%				•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
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 - 20%	•		•	•					•	
2 - Written Assessment - 40%	•		•	•				•	•	
3 - Written Assessment - 40%	•	•	•	•		•			•	

Textbooks and Resources

Textbooks

There are no required textbooks.

Additional Textbook Information
N/A

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 7th Edition (APA 7th edition)
For further information, see the Assessment Tasks.

Teaching Contacts

Amy Johnson Unit Coordinator
a.johnson2@cqu.edu.au

Schedule

Week 1 - 10 Jul 2023

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.	See e-reading list on Moodle.	

Week 2 - 17 Jul 2023

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.	See e-reading list on Moodle.	

Week 3 - 24 Jul 2023

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.	See e-reading list on Moodle.	**Assessment 1 - Defining Social Change and the Three Levels of Government.** **Due Monday Week 3 at 11:59pm AEST.** **Defining Social Change and the Three Levels of Government** Due: Week 3 Monday (24 July 2023) 11:59 pm AEST

Week 4 - 31 Jul 2023

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.	See e-reading list on Moodle.	

Week 5 - 07 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
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.	See e-reading list on Moodle.	

Vacation Week - 14 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week	N/A	

Week 6 - 21 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
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.	See e-reading list on Moodle.	**Assessment 2 - Local Government Process and Essay** **Due Monday Week 6 at 11:59pm AEST.** **Local Government Attendance and Process** Due: Week 6 Monday (21 Aug 2023) 11:59 pm AEST

Week 7 - 28 Aug 2023

Module/Topic	Chapter	Events and Submissions/Topic
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.	See e-reading list on Moodle.	

Week 8 - 04 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic

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.	See e-reading list on Moodle.	

Week 9 - 11 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
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.	See e-reading list on Moodle.	

Week 10 - 18 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
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 third assessment.	See e-reading list on Moodle.	

Week 11 - 25 Sep 2023

Module/Topic	Chapter	Events and Submissions/Topic
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.	See e-reading list on Moodle.	

Week 12 - 02 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic
In Module 12 you will reflect on the unit content and review key concepts	See e-reading list on Moodle.	**Assessment 3 - Lobbying for Social Change (Green Paper) Due Friday Week 12 at 11:59pm AEST.** **Lobbying for Social Change** Due: Week 12 Friday (6 Oct 2023) 11:59 pm AEST

Review/Exam Week - 09 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 16 Oct 2023

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Defining Social Change and the Three Levels of Government

Assessment Type
Written Assessment

Task Description
This assessment covers the introductory concepts covered in the first two weeks of the unit and comprises three parts.
PART A)
In 400 words define social change in your own words, and provide a current example within Australia, with references to unit concepts where necessary.
PART B)
In 400 words define the roles and responsibilities of the three levels of government in Australia, including identifying your local Mayor, State Member and Federal Member. This includes the political party to which they belong and whether the state and federal members are portfolio ministers.
PART C)
In 200 words, identify which local Council meeting you will attend as part of Assessment Two, including day, date and time with evidence of each (this is generally available on your local Council's webpage).
This may include attending in person or watching a live stream.
This is an introductory assessment and will give you a better understanding of the definition of social change as well as the levels of Government in Australia, particularly on a local level.
To pass you will need to address all of the elements of the assessment including credible references where necessary to justify and cite your sources.
Students who demonstrate limited attention to the requirements of the task will Fail this assessment. If you Fail you will be required to resubmit before moving onto the next assessment.

NOTE: WORD COUNT for written assignments

The word count is considered from the first word of the introduction to the last word of the conclusion. It excludes the cover page, abstract, contents page, reference page and appendices. It includes in-text references and direct quotations.

Assessment Due Date
Week 3 Monday (24 July 2023) 11:59 pm AEST

Online

Return Date to Students
Week 4 Friday (4 Aug 2023)

Assessments will be returned within two weeks of submission.

Weighting
20%

Assessment Criteria

Elements considered in this assessment include:

- Attention to task requirements
- Quality of analysis
- Quality of writing
- Referencing and link to unit concepts

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit as a Word or PDF document through Moodle.

assessmentOutcome

- Define social change and identify an example

assessmentGradAttribute

- Communication
- Critical Thinking
- Information Literacy
- Social Innovation

2 Local Government Attendance and Process

Assessment Type
Written Assessment

Task Description
This assessment is comprised of two parts.
Part A
You are to attend an Ordinary Council Meeting between weeks two (2) and five (5) of term. **This may include viewing a live stream.**
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 Monday (21 Aug 2023) 11:59 pm AEST

Online

Return Date to Students
Week 8 Monday (4 Sept 2023)

Assessments will be returned within two weeks of submission.

Weighting
40%

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 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit as a Word or PDF document through Moodle.

assessmentOutcome

- Observe the democratic process through the practice of local government
- Analyse and evaluate a real-world social change event

assessmentGradAttribute

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

3 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 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 Two) **with prior approval from the Unit Coordinator**. Alternatively, you can choose from the options below:

- **Introducing an Indigenous Voice to Parliament - lobby FOR or AGAINST.**
- **Nuclear Power - lobby FOR or AGAINST the construction of nuclear power plant in your state.**

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 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, where relevant 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, to whom and why.
The preface is not included in the final word count.

Assessment Due Date
Week 12 Friday (6 Oct 2023) 11:59 pm AEST

Online

Return Date to Students
Exam Week Friday (20 Oct 2023)

Assessments will be returned within two weeks of submission

Weighting
40%

Assessment Criteria
A marking rubric will be provided on Moodle, but you will be graded on attention to detail, quality of issue analysis and use of references.

Referencing Style

- American Psychological Association 7th Edition (APA 7th edition)

Submission
Online

Submission Instructions
Submit as a Word or PDF document through Moodle.

assessmentOutcome

- Discuss social change as it applies to the three levels of government in Australia
- Compare and contrast the role of traditional and social media using a social change campaign.

assessmentGradAttribute

- 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