MDIA3008

Issues and Crisis Communication

Semester One // 2018

School of the Arts and Media // UNSW Arts and Social Sciences

Course Overview

Staff Contact Details

Convenors

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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.

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the

Course Details

Credit Points 6

Summary of the Course

Assessment

This ACOA document is intended primarily as a policy document - please refer to the Comprehensive Course Guide section on the Moodle site for complete information on the course.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Short Essay	25%	30/03/2018 04:00 PM	1,4,5
Presentation	25%	Not Applicable	1,2,4,5
Critical Analysis OR Crisis Communication Plan	50%	01/06/2018 11:59 PM	1,2,3,4,5

Assessment Details

Assessment 1: Short Essay

Start date:

Length: 1000-1500 words

Details: Word length: 1,000-1500 words. This assessment is intended to test your developing

You are advised to select your question with care, as they pose different challenges. For instance, question one is quite general – to do well, your challenge will be to be to provide a rigorous and effectively supported rationale, *glqrc_b* of simply providing a set of broad and generalised statements. With questions two and three, your challenge will be to show that you are developing a strong overall understanding of issues and/or crisis communication, *glqrc_b* of simply providing a narrow response drawn from just one week's worth of reading.

Assessment Criteria:

You are advised to follow this general format with your Presentation.

1. Introduction. What are you talking about? Why is this topic relevant (i.e., why should people care)? How are you tackling the topic (what is your approach and/or methodology)?
2. Overview. What are the key contexts? What are the most important developments? Which are the key aspects of the issues/crisis?
3. Analysis/recommendations. What are the key mistakes and/or key successes with regards to communications strategy? WHY (how can you substantiate or support your analysis)? What would you recommend? What are your insights? How can you support your points with relevant facts, data, and/or theoretical frameworks?
4. Conclusion. What are the key takeaways you wish to leave your audience with?

Working in a small group will typically be a common activity for working in the industry. A key premise behind this assessment task is for you to treat the complexities and uncertainties of group dynamics and interactions as a fundamental aspect of the learning process – as a valuable opportunity of practicing for and coming to terms with an activity that you will need to become proficient with.

Assessment Criteria:

- Ability to work professionally as a team to take charge and to lead a Presentation.
- Ability to select and develop an appropriate case study, with scope for analysis.
- Ability to coherently and persuasively communicate key ideas and points.
- Ability to provide an effective and succinct overview, showing strong understanding of the relevant industry contexts and issues relating to the selected case study.
- Ability to provide meaningful insights, analysis, and/or recommendations, properly supported by relevant concepts, data, and theory.
- Ability to respond clearly and effectively when challenged with questions.

Submission notes:Presentation only; no Turnitin submission required.

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Critical Analysis OR Crisis Communication Plan

Start date:

Length: Critical Analysis (2,500-3000 words), OR Crisis Communication Plan as a collaborative pair (3,500-4000 words).

Details: There are two choices available in terms of this major project. You can submit an individual Critical Analysis (2,500-3000 words), OR submit a Crisis Communication Plan as a collaborative pair (3,500-4000 words). This is the final assessment task.Written feedback, in conjunction with a marking template.

Additional details:

This major assessment will be worth a substantial percentage of your final mark. It has been deliberately designed this way, as working in the industry will be dependent on the success of major projects you are involved with. Some time will be set aside in classes late in the semester, in order to workshop the major assessment.

There are two choices available in terms of this major project. You can submit an individual Critical Analysis (2,500-3000 words), OR submit a Crisis Communication Plan as a collaborative pair (3,500-4000 words).

For the Critical Analysis, your task is to analyse ONE case study. A selection of three possible case studies to choose from will be posted on Moodle approximately two weeks before the assessment deadline. This is intended to provide some semblance of the time pressure, spontaneity, and lack of foresight that properly characterise crises and issues. *Rfcqc a_qc qrsbgcq ugjj `c bp_u l dpmk _ars_j ctclrq*_lb ugjj f_tc maaspp cb ugrfgl rfc n_qr dgtc wc_pq*. Case studies will be discussed in lectures throughout the semester.

A suggested format is as follows:

This company/organisation can be hypothetical or actual. If you choose an actual company/organisation, you will need to attach a signed letter from a company representative holding a senior management position, confirming that: (1.) They are giving you permission to create a Crisis Comms Plan for the company/organisation; (2.) The company/organisation does not have a pre-existing Crisis Comms Plan.

For the Crisis Communication Plan, you will be required to adhere to accepted industry practice

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

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

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration webstie:
https://student.unsw.edu.au/special-consideration

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 creditegories:

- 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
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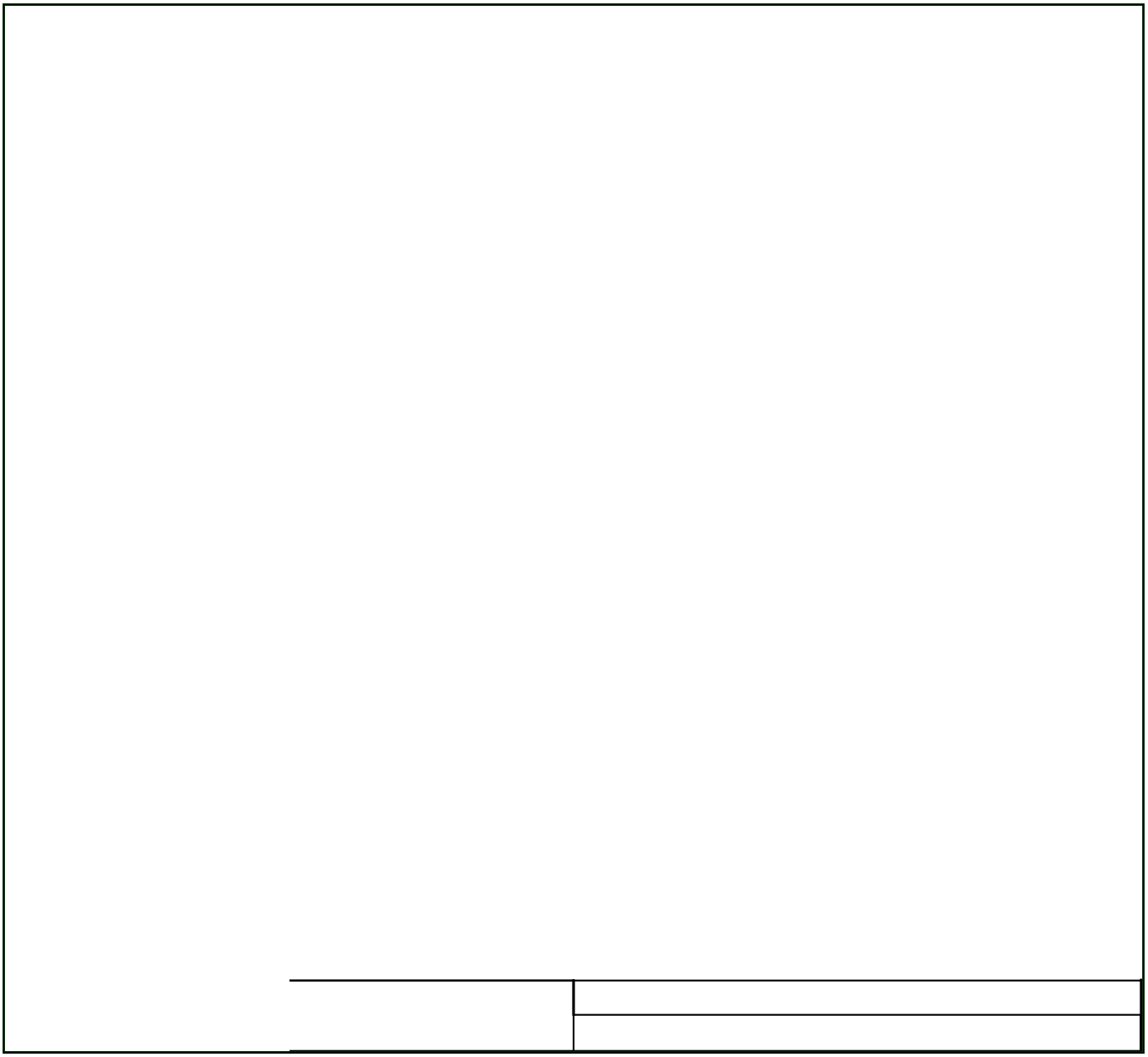

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Resources

Prescribed Resources

- Website – Resources will be available on the Course Moodle website.

Recommended Resources

Further Reading

Coombs, W.T. & Holladay, S.J. (Eds.), 2001, *Rfc F_lb`mmi md Apgqgq Amk ksl ga_rgml*, edited by Malden, MA: Blackwell

Galloway, C. & Kwanash-Aidoo, K., 2009, *Ns`jga Pcj_rgmlq Gqqscq _lb Apgqgq K_l_ec* تج سج حج تجشر س

Hmsp l_j md Ns`jga Pcj_rgm l q Pcqc_pa f

Ns`jga Pcj_rgm l q Pc t gc u

* This is a list of supplementary reading resources, which may be helpful in doing further research. You are, of course, encouraged to move beyond these suggested texts.

Course Evaluation and Development

Your feedback gathered from the surveys at the end of the session offers valuable input. Your experiences and suggestions are important, and there is always room for improvement in terms of content and teaching strategies.

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CRICOS

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