

Faculty of Arts and Social Sciences

School of the Arts and Media

MDIA5004

Media and Public Relations Term 2, 2019

Class Sessions

Office Hours, Kent (convener):

Anyone may visit

Ζ,

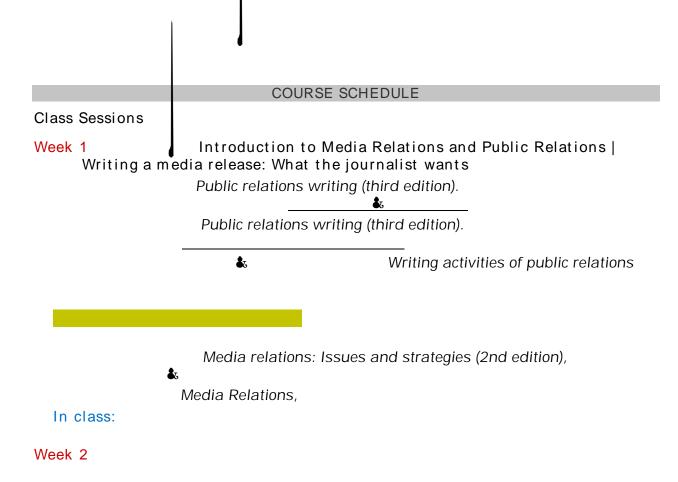
UNSW Course Ou

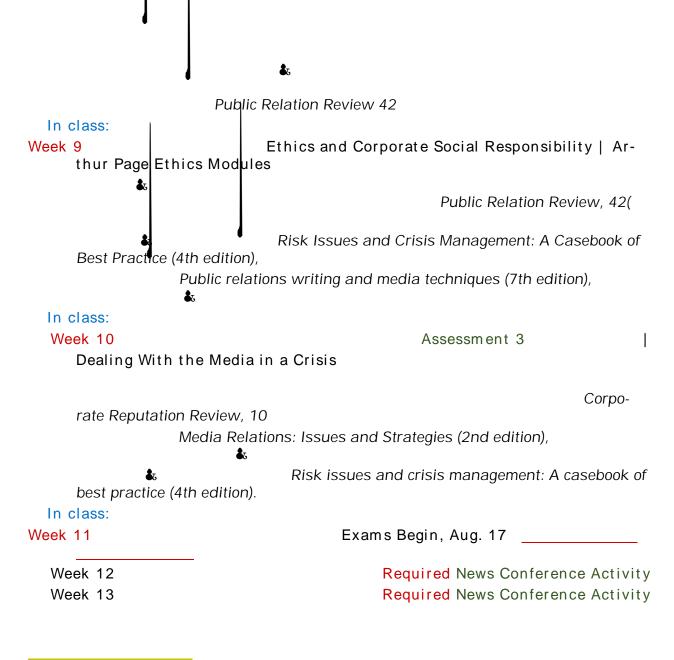
EXTENSION PROCEDURE

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• Inappropriate paraphrasing:

• Collusion:





Optional Extra Credit

!!

the amount and frequency of writing has not

changed.

in class

Once again, this opportunity is optional.

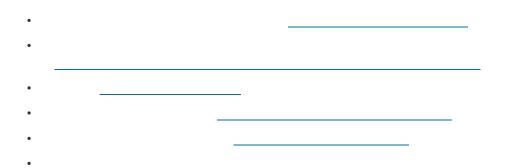
if you choose to,

You will be responsible for learning about how to write the documents on minimally

- Write a one-page, a full page, single-spaced, document
- Put your citations at the end

ASSIGNMENTS

individual



ASSESSMENT DETAILS

Assessment 1

Weight: %

Due: Friday, June 28,

Title:

Expectations for Media Release

yes,

Assessment 2 Note Carefully: Weighting: % Due: Friday, July 19, Option 1, Letter, Length: Title: Option 1: Expectations: Letter to the Editor

<u>—include samples of other let-</u>

ters from your target publication with your own letter— Note: very few online sources publish letters to the

<u>editor</u>

letters to the editor

dividual assignments (say the Sydney Morning Herald). Do not search for random support on the internet to justify the decisions you make. We are reading lots of information that does that already. Use only class texts and materials.

Assessment Two Alternative Choice

Assessment 2

Weighting: %

Due: Friday, July 19,

Assessment 2

Layout and

Assessment 3 (Group Assessment) Weighting: % Due: Friday August 9, Length: Identify your Target Media outlet(s)

A Goal statement

Clear Objectives

A list of Tactics

Note:

Assessment 3: Media Relations Plan: Group

Presentation, Structure, and Strategy

FL-PS

Issue not articulated. Audiences/media not strategically chosen based on research. Over/under word limit. Poor grammar or presentation. No cover