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MDIA5022

Corporate and Interpersonal Communication

Semester Two // 2018

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

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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 granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information, see https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Course Details

Credit Points 6

Summary of the Course

Professional organizational communication is underpinned by the ability to form positive relationships and navigate differences in the workplace. While we often assume that business communication is a rational process, workplaces are also impacted on by emotions that employees carry with them. While issues of language, culture and emotion underpin all interpersonal communication, students in this course are particularly encouraged to apply theories, concepts and ideas of interpersonal communication to issues, challenges, and opportunities in corporate and other organizational contexts. The course will focus on application of interpersonal communication concepts and processes to organizational contexts, opportunities, challenges and issues. Key topics in this course include organizational communication and discourse, negotiation, persuasion, advocacy, managing change, valuing diversity, ethical decision-making and conflict resolution.

At the conclusion of this course the student will be able to

1. Apply interpersonal communication concepts and processes to organisational contexts and problems
2. Demonstrate knowledge of organisational communication concepts
3. Apply negotiation and persuasion skills, and theories of managing change
4. Examine the importance of valuing diversity, ethical decision making and conflict resolution

Teaching Strategies

Teaching Strategies:

Corporate and Interpersonal Communication is designed to encourage and challenge you to reflect on and improve your own communication practice.

The course is delivered in a seminar form, where discussions, analysis and application of key concepts and recent research findings are used to develop a deeper understanding of strategic communication. The subject is designed around a mix of activities to build participantsâ?? interest and learning. The two hour class period each week will include:

â?? a section on key principles, which will introduce the relevant concepts and theory of corporate and interpersonal communication.

â?? a series of discussions and activities aimed at applying the key principles.

To obtain the full benefits from this course, students are encouraged to extend yourself beyond their comfort zone. That means actively participating in the conversations and discussions in class as both a listener and speaker, being open to and willing to contemplate a range of perspectives and try new ways of communicating, reflecting deeply on their own communication strengths and weaknesses, and being willing to give constructive feedback to others in order foster positive and effective communication, particularly in diverse, team-based, work-related contexts. We hope that students will feel that this course offers a ??safe?? environment to try out new styles of communication which they may later apply in the work place.

Students are asked to reflect on the set readings before each class, and bring their questions and ideas about the readings based on their own unique experiences to each class.

Assessment

In order to pass this course, you must make a serious attempt at ALL assessment tasks. There are 3 assignments for this course. Assignment 2 is a group assignment. Assignments 1 and 3 are individual assignments.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Group presentation and report	30%	Not Applicable	1,2
In-Class Exam	30%	Questions Due October 6	1,2,3,4
Research Paper	40%	26/10/2018 05:00 PM	1,2,3,4

Assessment Details

Assessment 1: Group presentation and report

Start date: Week 5

Length: 1,500 words plus other materials

Details: Group assessment of 4 students. 20-25 minute presentation. 1500 word report.Written feedback provided via Turnitin.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: In-Class Exam

Start date: Questions Distributed October 5

Length: Take home Exam

Details: Essay-based in-class exam. Questions will be provided ahead of time; questions which students will answer in the exam will be randomly selected on the day of the exam.Written feedback provided on exams, which will be returned to students.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 3: Research Paper

Start date: Not Applicable

Length: 2,500+ words

Details: 2500 words for written reflection. This is the final assessment task.Written feedback provided via Turnitin.

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. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

Late Assessment Penalties

Students are responsible for the submission of assessment tasks by the required dates and times. Depending of the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

Task with a non–percentage mark

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore 17 – [25 (0.05 x 3)] = 13.25

Task with a percentage mark

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore 68 – 15 = 53

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

* Prevent you from completing a course requirement,

* Keep you from attending an assessable activity,

* Stop you submitting assessable work for a course,

* 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 website:
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 credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- 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
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW. (http://subjectguides.library.unsw.edu.au/elise/aboutelise)

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 3: 6 August - 12 August	Seminar	Introduction: Emotion, rationality and your communication style Textbook Chapters 1 & 3 **Seminar Content** • What is communication? • What are the skills for listening and responding • How does self-disclosure and expression of feelings affect communication? • How do emotions shape interpersonal and organizational relations? • What are your strengths and weaknesses as a communicator? Do they differ in different social and work contexts? • How well do you listen to or 'read' others? • How much to you reveal of yourself to others? What is the Johari Window? • What is emotional intelligence (EQ) and how do you develop it?
Week 4: 13 August - 19 August	Seminar	Teamwork and participation Textbook chapter 8 **Seminar Content** • What is the difference between a team and a group? • What are the stages of group development? • What are the characteristics of effective teams? • What is the difference between supervision and facilitation? • What makes an organization democratic? • What types of roles can different team members play?

Week 5: 20 August - 26 August	Seminar	Leadership, Facilitation and Inspiration Textbook Chapter 7 **Seminar Content** • What is leadership and why is it important? • What is the difference between management and leadership? • What are some different approaches to leadership? • What is 'vision' and how is it communicated? • How do leadership styles and approaches manifest in different cultural contexts?
Week 6: 27 August - 2 September	Seminar	Persuasion, Negotiation and Professional Speaking Textbook chapter 10 (pages 304-309) **Seminar Content** • Guidelines for effective negotiating • How do competitive and collaborative negotiation styles differ? • What is the definition of persuasion? • Describe persuasion tactics and strategies • Persuasion in professional public speaking • Planning and preparation for public speaking • Frameworks for practice, delivery and evaluation
	Assessment	**Individual assessment on communication skills due 10pm, Friday 18 August**
Week 7: 3 September - 9 September	Seminar	Interpreting and Managing Conflict

		Textbook chapter 10 **Seminar Content** • What is the nature of conflict? • How is conflict attributed within groups and organisations? • What are the sources of conflict? Individual, group, macro, cultural • How to identify the different phases of conflict? • What are individual styles to manage conflict? • How does an organisation manage inter-organisational conflict?
	Assessment	**Group Presentations start this week**
Week 8: 10 September - 16 September	Seminar	Analysing Organisational Culture and Communication Textbook chapters 4 and 15 **Seminar Content** • What is culture? What does it mean to 'do' culture? Why is the concept of culture relevant in organizational contexts? • How can you analyse culture? Thick description, language and narratives • How can you analyse language and non-verbal behaviour in interpersonal and organizational communication contexts? Content analysis, discourse analysis, reading messages as a 'text' • What kinds of methods are used to collect data from interpersonal and organizational communication contexts? Artifacts, surveys, interviews, observation, conversational analysis.

Week 9: 17 September - 23 September	Seminar	Identity and Communication in Global and Multicultural Contexts Textbook chapters 5 and 13 **Seminar Content** • What is globalization and how does it impact on individual and organizational identities? What kinds of local-global tensions impact on organizations? • How are the discourses of diversity and multiculturalism used in organizational contexts? What do they reflect about the nature of power in organizations? • What role can communication play in creating inclusive working environments? How can diverse voices be incorporated into organizations? • How can individuals and organizations be more responsive to both local and global contexts?
Break: 24 September - 30 September	Seminar	Power and control in organisations Textbook chapter 9 **Seminar content** • How is power derived? What are personal and positional sources of power? • How is persuasion used to negotiate power? What rewards or punishments can be used to elicit power? • How does one navigate an organisation's political landscape? • What overt or subtle forms of resistance to power can arise?

Week 10: 1 October - 7 October	Seminar	Ethics and values in organisations Textbook chapter 14 **Seminar content** • Why do ethics matter? • What constitutes ethical decision making and ethical behaviour? • What is the link to values and how may standards vary? • What ethical action tests can be applied? Legality, fairness, visibility, generality, legacy • What are the guideposts to ethical decision making? • How can we negotiate ethics in a cross cultural context?
Week 11: 8 October - 14 October		
Week 12: 15 October - 21 October		NO CLASSES
Week 13: 22 October - 28 October	Seminar	Organisational change Textbook chapter 11 **Seminar content** • What is change? • What are the dimensions of change? • How do we judge the success of organizational change? • How do we communicate and manage change effectively? • What are some strategies for promoting creativity and innovation in the workplace?

Resources

Prescribed Resources

Cheney, G, Christensen, L T, Zorn, T E & Ganesh, S Organizational Communication in an Age of Globalization: Issues, Reflections, Practices, 2nd ed, Long Grove, Il: Waveland Press

Articles will also be required and are available through the Moddle site and the library.

Recommended Resources

You are expected to engage in extra readings on your own to enrich your understanding of key communication concepts. Extra readings should be incorporated into your written and oral assessments to demonstrate your deepening knowledge of communications as a research 'field'. Examples of useful journals you may consider browsing include (but are not limited to):

- Corporate Reputation Review
- Discourse & Communication
- Asian Journal of Communication
- Atlantic Journal of Communication
- Australian Journal of Communication
- Communication Research
- Communication Theory
- Communication, Culture and Critique
- Corporate Communications
- Human Communication Research
- Human Relations
- International Journal of Strategic Communication
- Journal of Applied Communications Research
- Journal of Computer-Mediated Communication
- Journal of Communication
- Journal of International and Intercultural Communication
- Journal of Organizational Culture, Communication & Conflict
- Management Communication Quarterly
- Organization Studies
- The Journal of Business Communication

These journals and other resources can be accessed from the UNSW Library website: https://www.library.unsw.edu.au

Course Evaluation and Development

The student learning experience is important to the Faculty, convenors and lecturers in this course. Throughout the duration of Corporate and Interpersonal Communication students are encouraged to provide either formal and/or informal feedback on their experiences of the course. This will be analysed by staff and incorporated into the semester program where possible. At the conclusion of the semester a formal student evaluation is provided to enable feedback on the course content and teaching staff. This allows for longer term student input into course design.

Image Credit

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