

COURSE SYLLABUS

Comm 373 "Communication and Social Change In Australia"
Winterim 2017

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CAC 228

346-3920

Course Description:

"Study communication theories, media, methods, and strategies for affecting or resisting change in society."—UWSP Course Catalog

"When one is able to express her ideas persuasively with force and intelligence, and to respond sensitively to reactions to her opinions, change can happen...I believe that a well-intentioned, well-prepared group can also "build a mountain." Such is the way I like to think of the body of work known as communication for social change. Those working in this field often move mountains, as partners with the people of local communities and villages across the globe. Through communication for social change they move mountains of apathy, mountains of hopelessness, mountains of cynicism and even mountains of public inefficiency, waste and corruption. Buoyed by communication for social-change principles and skills they can also build mountains of empowerment for those who have previously been voiceless or seemingly invisible."-- Denise Gray-Felder.

This course explores how Aboriginal Australians and the Australian government have used communication tools to affect social change. Specifically, this class examines Aboriginal and Australian history and how communication tools were/are used to "move mountains of apathy, mountains of hopelessness, mountains of cynicism and even mountains of public inefficiency."

Course Objectives:

- To understand how the communication process influences/impacts how and what we learn.
- To understand the essential characteristics of persuasion, influence and planned social change
- To gain an understanding of Australian Aboriginal culture and how communication was used to change Australian attitudes.
- To experience and gain an understanding of Australian society and cultural history.

Textbooks:

There is no required textbook for the class.

Course Modules:

- 1) Persuasion and Influence in Society
 - a. Types of communication
 - b. Characteristics of persuasion
 - c. Approaches to freedom of expression in societies
 - d. Language
 - i. Nature of language
 - ii. Language and interaction
 - iii. Language and public discourse
 - e. Reasoning
 - i. Arguments
 - ii. Persuasion v. logical arguments
 - iii. Source and credibility
 - f. Cognitive elements of persuasion
 - g. Audiences and social learning
- 2) Persuasion and context
 - a. Interpersonal
 - b. Public and mass
 - c. Political
- 3) Persuasion and social movements
 - a. Stages
 - b. Leaders
- 4) Communication tactics and persuasion
 - a. Advertising
 - b. Traditional media
 - c. Social media
- 5) Aboriginal Australian and Social Change
 - a. History
 - b. Culture
 - c. Economics
 - d. Politics
 - e. Social change....
- 6) Australia and Social Change
 - a. History
 - b. Culture
 - c. Economics
 - d. Politics
 - e. Subcultures
 - i. Surf
 - ii. Sport
 - iii. The arts
 - iv. Immigration

Lecture List:

Mark:

How we learn
Blogging: writing and posting
Persuasion and reasoning
Persuasion and influence
Persuasion and campaigns
Persuasion and social movements

Guests:

Contemporary Aboriginal art practices
The Aboriginal Party movement
The Refugee Council of Australia
Aboriginal politics and land rights
Aboriginal History and the 'Outback'
Aboriginal television
Australian Gun Control Policy
Australian attitudes, values and beliefs in a changing interdependent world
Aboriginal dance and social change
Sydney as an international arts destination
Sport and Culture in Australia
The Hills Holroyd Parramatta Migrant Resource Centre

Grading:

Over the course of the Winterim trip, student performance will be evaluated in three (3) areas: blogs, assignments and guided activity reports.

-Students will create a blog and twice per week, post content based on assigned topics.

-During the trip, there will be two (2) assignments which are designed to engage you in the application of the theories discussed in class with Aboriginal culture and Australian history. Each is worth 25 points, will be assigned in class. Unless otherwise indicated, all assignments are to be typewritten and emailed to the instructor. Late assignments will not be accepted.

-There are also three (3) guided activity reports worth 25 points each. Students will be sent to various locations around Sydney to gather information about Aboriginal Australia and the Australian government. The reports written on these activities will be posted to the Dropbox in the D2L site for the class and shared with the other students in the class during scheduled class sessions.

Grading Scale and Point Totals:

Guided Activity Reports (3@25):	75
Assignments (2 @ 25):	50
Blogs:	75
Total Points:	200

91%+	=	A	182-200
90%	=	A-	180-181
89%	=	B+	178-179
81%-88%	=	B	162-177
80%	=	B-	160-161
79%	=	C+	158-159
71%-78%	=	C	142-157
70%	=	C-	140-141
69%	=	D+	138-139
61%-68%	=	D	122-137
0%-60%	=	F	0-121

Instructor's Policies

Preparedness: Class participation is vital. If you don't come prepared, you'll just be bored and/or confused. If you haven't completed the assignments, you'll just be bored and/or confused. And if you are bored and/or confused, you'll end up wondering why you aren't learning anything from the course. **IN THE END, YOU ARE RESPONSIBLE FOR YOUR EDUCATION.**

Attendance in all scheduled activities is **required**. If you chose not to attend any of the events, you will **FAIL** the class. No exceptions.

Laptop Computers and Cellular Phones: You will have access to a wireless connection, although that access will be sporadic and at times, you may need to pay for access. It is recommended that you bring a laptop with you, although you can make arrangements with others in the class to share.

E-mail: This will be the official mode of communication for this course. If you don't check yours on a regular basis, please start! I use email to forward articles or interesting links to web pages or changes to the schedule. I will use your student Email address. If you need to contact me via Email, please put "AU Winterim" in the subject line.

Notification of Grades/Standing in the Class: All assignments and exams will be discussed during class time.

Academic dishonesty: Using material from another source (book, journal, internet site, a faculty member, another student, etc.) without proper acknowledgment is not acceptable. Period. The University has policies that govern academic dishonesty. You should be familiar with them. You will also find a statement of my views plagiarism appended to this course syllabus. If you violate these policies on any of your course work, you will receive a grade of **Fail** for that

assignment/exam. You may also receive a grade of **Fail** for the class and be subject to University procedures on academic dishonesty.

Itinerary:

Tuesday, 27 December 2016

Depart the USA for Australia

Wednesday, 28 December 2016

In Transit One day lost to the International Date Line (gained on the return trip)

Thursday, 29 December 2016

8.45am

Flight arrives in Sydney

You will be met by an ISA Representative.
Group airport transfer to accommodation
This journey takes approximately 15 minutes depending on traffic.

9.45am

Arrive at Accommodation

12.00pm

Lunch- at own expense

1.30am

ISA Program Introduction

This exclusive presentation is an introductory session which explores the differences and similarities between American culture and that of Australia. Essential safety advice is covered, as well laws relating to the country to ensure a happy and safe stay. During the presentation, participants will receive a detailed course itinerary. The ISA representative will gladly answer any questions that may arise.

4.00pm

Sydney and Rocks Walking Tour

Meet at Cadman's cottage in The Rocks

6.00pm

Welcome Dinner – Included in program

Relax and enjoy a group Welcome Dinner arranged at a local venue. Socialize with friends, chat with the locals and recount the experiences of the first day abroad.
Dinner will be the preferences selected earlier today.

Following dinner, make your own way back to your Sydney accommodation

Transportation Details

You will be provided with a travel pass in Zone 1, 2, 3 for the duration of your stay in Sydney. This allows for travel through the 3 zones in Sydney, on buses, government ferries and trains. Please note that this does not include transport on Sydney or Manly FAST Ferries or the monorail.

***Notes: Replacements will be at your own expense if lost! You will be required to keep this My Multi transport pass with you at ALL times as you will need this throughout your time in Sydney.**

Friday, 30 December 2016

7.30am Hot Breakfast - included in the program (ISA representative to accompany you on your first day)

8.30am University of Wisconsin Stevens Point Lecture

11.30am Lecture Concludes

Lunch - at own expense

1.30pm Directed Activity # 1 - Mass Transit Exercise
Directions will be given to you by your Faculty Leader

Dinner - at own expense

Saturday, 31 December 2016

8.00am Hot Breakfast included in the program

9:00am University of Wisconsin Stevens Point Lecture

12.00am Lecture Concludes

Lunch - at own expense

3.00pm Group Meeting
Location to be determined

Unscheduled afternoon and evening – Enjoy Sydney’s celebrations for New Year’s Eve

Dinner - at own expense

Sunday, 1 January 2017

***Notes: Today is New Year’s Day Public Holiday**

7.30am Breakfast included in the program

Unscheduled morning

Lunch - at own expense

2.30pm Sydney Opera House Tour

Tour concludes

Dinner - at own expense

Monday, 2 January 2017

8.30am Hot Breakfast included in the program

9.00am Lecture on Contemporary Aboriginal Art Practices

Lunch – at own expense

Guest Lecture on Aboriginal Party Movement

Dinner – at own expense

Tuesday, 3 January 2017

7.45am Hot Breakfast included in the program

9.00am Royal Botanical Gardens Tour

11.00am Government House Tour

Government House requests that you arrive at least 10 minutes prior to the scheduled start of your tour; this allows time to cloak bags and receive directions. There will be special focus on social change and the role of Government House from colonial times until today.

To ensure the conservation of the building, Government House do not permit bags, food, drink or photography in the House and telephones should be turned off. Fire safety requirements restrict your visit to the ground floor rooms; the tours do not go upstairs or back of house.

Lunch – at own expense

University of Wisconsin Stevens Point lecture

Dinner – at own expense

Wednesday, 4 January 2017

6.45am Hot Breakfast – Included in program

7.30am Meet ISA representative in the lobby to board your Coach for your Day trip with Activity Tours

Blue Mountains Excursion and Aboriginal Experience

Your day tour with Activity Tours includes a guided walk in the Blue Mountains National Park, Wentworth Falls, Sublime Point, and more. Visit an aboriginal cultural centre in the area.

The Three Sisters

Lunch – at own expense in Katoomba

Scenic Cableway

Scenic Walkway

Coal Mine Exhibition

Scenic Railway

Govetts Leap Lookout cliff top walk

Dinner- at own expense

Thursday, 5 January 2017

8.00am Hot Breakfast included in program

9.00am Directed Activity – University of Wisconsin Stevens Point

Lunch – at own expense

1.00pm Guest Lecture from Refugee Council of Australia

A representative from the Refugee Council of Australia will give a short historical overview of refugee settlement in Australia. She will then discuss Australia's current refugee program and where Australia fits in to the international picture of refugee protection. Recent policy changes will also be discussed, followed by time for questions.

Guest Lecture on Australian Gun Control Policy

Dinner – at own expense

Friday, 6 January 2017

7.45am Hot Breakfast included in the program

8.30am Guest Lecturer: Chris Tobin - Aboriginal Politics and Land Rights

The movement for land rights has been a major focus of Aboriginal political agitation across Australia for many years. In Australian history, the Aboriginal Land Rights (Northern Territory) Act established the basis upon which Aboriginal people in the Northern Territory could claim rights to land based on traditional occupation. The Act was strongly based on the recommendations of Justice Woodward, who chaired the Aboriginal Land Rights Commission ('The Woodward Royal Commission').^[1] The Whitlam government first introduced a Bill to Parliament; however, this lapsed upon the dismissal of the government in 1975. The conservative government, led by Malcolm Fraser, reintroduced a Bill, though not of the same content, and this was signed by the Governor-General of Australia on 16 December 1976.

The Act, the first of the Aboriginal Land Rights Acts, and was significant in that it allowed a claim of title if claimants could provide evidence of their traditional association with land.

There are four land councils established under the Act:

- Central Land Council is in the southern half of the Northern Territory
- Northern Land Council covering the Top End
- Tiwi Land Council covering Bathurst and Melville Islands north of Darwin
- Anindilyakawa Land Council covering Groote Eylandt in the Gulf of Carpentaria.

In August 2006, the Federal Government amended the Act. The "Aboriginal Land Rights (Northern Territory) Amendment Bill 2006" added several clauses which intend to promote economic development in remote townships. Amongst these, low interest loans were subsidised to promote private home ownership. The Amendment does away with communal ownership of certain parcels of lands previously vested as parts of inalienable Aboriginal Land Trusts. A speaker will present historical and contemporary information about the Aboriginals experiences and challenges that have been faced.

Students will be educated in notable political moments in Aboriginal history, these may include:

- Stolen Generation
- Sorry Day and Kevin Rudd's apology

- 1984 Compulsory Voting act
- History of Aboriginal candidates in Federal and state elections
- Important political acts and laws that effect Aboriginal people

Guest Lecturer: Chris Tobin - Aboriginal History and the 'Outback'

The land around Broken Hill is rich with Aboriginal artifacts and paintings depicting the thousands of years of Aboriginal habitation of the land. There were some fifteen Aboriginal groups living in the Darling River area on the western plains of NSW. The main group at Broken Hill was the Wiljakali. Their territory was expansive because of the dry drought prone environment. The Wiljakali lived a traditional lifestyle into the 1870s, but by the 1880s their way of life was changing with many Aboriginal people getting work on sheep stations and in mining. With the failure of most of the sheep stations during the severe 1890s drought, many local Aboriginal groups ended up living in reservations or missions created under the Aborigines' Protection Act of 1909. The twentieth century federal government policy of removing Aboriginal children from their families had a significant impact upon Aboriginal communities in the area. Students will learn more about this period in Australia's history.

Lunch- at own expense

Guest Lecture: Aboriginal television

Unscheduled afternoon

Dinner – at own expense

Saturday, 7 January 2017

8.00am Hot Breakfast included in program

9.00am Public transportation to Koala Sanctuary

Lunch – at own expense

3.00pm Guest Lecture: Australian attitudes, values and beliefs in a changing interdependent world (or similar)

Dinner at own expense

Sunday, 8 January 2017

8.00am Hot Breakfast included in the program

9.30am Spit Bridge to Manly group walk

The Spit to Manly walk is a classic bushwalk on Sydney's Northern Beaches. The walk follows a well-maintained track and provides beautiful views over Middle Harbour. This walk is great for those looking to stroll along the shoreline of Sydney Harbour.

Lunch – at own expense

Unscheduled time at the beach and students can make their own way back to the city with their Transport pass.

Dinner – at own expense

Monday, 9 January 2017

8.00am Hot Breakfast included in the program

Descendance Aboriginal dance demonstration and discussion

Lunch at own expense

2.00pm Art Gallery Tour with Curator (1 hour guided tour then self-guided)

Dinner at own expense

Tuesday, 10 January 2017

8.00am Hot Breakfast included in the program

Guest Lecture: Sydney as an international arts destination

Lunch at own expense

Directed Activity – University of Wisconsin Stevens Point Leader

Dinner at own expense

Wednesday, 11 January 2017

8.15am Hot Breakfast included in the program

9.00am Guest Lecturer: Sport and Culture in Australia

Australia culture and sport are synonymous, typical images of Australia are the images of beach cricket and Australian athletes defeating other countries at the commonwealth games. All Australians like to think that they know a thing or two about sport and they aren't scared to be open about their opinions. Interestingly though, professional sports careers are a relatively new occurrence. The lecture today will look at how Australian

culture is defined by the sports that are played and the activities that surround the playing of sports. We will cover the overall aspect of Sport in Australian Society and view a case study on the Lloyd McDermott program in the context of Racism in Sport and Australia.

Lunch- at own expense

1.00pm ANZ Stadium Tour- Olympic Park

Dinner - at own expense

Thursday, 12 January to Tuesday, 17 January 2017

Independent travel

Wednesday, 18 January 2017

8.00am Hot Breakfast included in the program

9.00am University of Wisconsin Stevens Point Lecture

Lunch at own expense

1.00pm Directed Activity – University of Wisconsin Stevens Point

Dinner at own expense

8.00pm Performance at Sydney Opera House

Thursday, 19 January 2017

7:15am Hot Breakfast included in program

9.30am The Hills Holroyd Parramatta Migrant Resource Centre

Lunch – at own expense

3.00pm University of Wisconsin Stevens Point Lecture

**Lecture may be provided by local music promoter to be followed by evening concert, TBD by UW-SP faculty directors*

4.00pm Group activity

6.00pm Farewell Dinner

Friday, 20 January 2017

- 8.30am** **Hot Breakfast included in the program**
- Unscheduled Time**
- 11.45am** **Return to accommodation, collect luggage and board Colourful Trips coach**
- 12.00pm** **Colourful Trips coach departs for Sydney International airport**
This journey takes approximately 15 minutes depending on traffic.
- 12.30pm** **Arrive at Sydney International airport**
On arrival check in your luggage and complete any necessary documentation.
- 3.20pm** **Flight departs Sydney for Los Angeles**

Plagiarism

A major problem facing both professors and students is the practice of plagiarism, which is defined as “the deliberate or accidental use of ideas, research, or words of another person without fully attributing them to their original sources.” As a student in this course, it is your responsibility to know what constitutes plagiarism. A student who plagiarizes work in my class will receive a failing grade for that assignment, possibly for the course and may be subject to additional academic misconduct sanctions.

The following paragraph offers advice on paraphrasing, a major aspect of plagiarism: Clearly attribute ideas that you have paraphrased to their authors, both directly in your text and by providing reference citations. Do not try to paraphrase by changing just a few of the author’s words (that’s plagiarizing): paraphrasing involves substantial change in the order of words and ideas, usually to condense them. Paraphrasing, in other words, involves putting someone else’s thoughts into your own words, not just rearranging the words and ideas or combining, but shortening, someone else’s sentences. To avoid unintentionally writing a plagiaristic paraphrase, carefully mark the notes that you take on your references where you use exact or nearly exact words of the source.

The following guidelines are offered as additional hints on what plagiarism is:

- Every paper or report submitted for credit is accepted as the student’s own work. It may not, therefore, have been composed, wholly or partially, by another person.
- The wording of a student’s paper is taken as his or her own. Thus he or she may not submit work that has been copied, wholly or partially, from a book, article, essay, newspaper or another student’s paper or notebook, or any other written or printed source (including speeches, WWW sites, news reports, etc.). Direct quotes or ideas from outside sources may be used, but they must be properly cited. Thus, do not simply change a few words within a sentence from a source, put it in your paper, and drop a footnote by it without using quotation marks. Doing so represents the sentence as your own, when it is not, and this is plagiarism!
- As a student, you may incorporate in your paper ideas that have arisen from discussion or lectures when you incorporated these ideas into your own thinking. However, be careful to either cite properly the source of the ideas or cite other sources that reinforce the ideas you are using.
- You may, as a part of the good writing process, give your work to someone else for suggestions. However, having someone else totally correct and revise your work constitutes that person’s work, not your own, and thus constitutes plagiarism.
- You may of course submit a paper to be typed by another person, provided that typist has not sought to change the wording, ideas, organization, or any significant aspect of the paper in any way. If you submit such a paper, be sure to proofread carefully.
- No paper may be submitted for credit that has been or is being used to fulfill the requirements of another course, in whatever department, unless permission to coordinate work has been granted by both professors.