

Semester Week	Lecture Date	Lecture Location	Lecture topic / Content	Tutorial/Lab Content (For locations, see Tutorial Timetable' on Moodle)	Readings and video content.
<p>1. Might an appreciation of cultural communication theory and major movements apropos help us to understand and critique the dynamics of historical <i>and</i> contemporary communication campaigns?</p> <p>2. How might an understanding of communication campaign strategy as an abstract, multi-dimensional, and profoundly dynamic phenomenon influence the way we might think about the construction of a communication campaign?</p>					
1	01 March		<p>Classical Theory 1</p> <ul style="list-style-type: none"> ❖ <i>Introductions</i> ❖ <i>The dynamics of strategy: leveraging multiple theories</i> ❖ <i>Aristotle's theory of communication</i> 	<ul style="list-style-type: none"> • <i>Introductions</i> • <i>Reflecting on theory</i> • <i>The matter of ethos</i> • <i>Assessment 1</i> 	<i>See Moodle for Week 1 readings.</i>
2	08 March		<p>Classical Theory 2</p>		

EASTER /MID-SEMESTER BREAK	Friday 30 March – Sunday 08 April	NO CLASSES	NO READINGS THIS WEEK
6 POST-GRAD READING WEEK	Monday 09 April – Friday 13 April	POST-GRAD READING WEEK: NO LECTURE OR TUTORIALS: ASSESSMENT 2 PREPARATION	See Moodle for Week 6 readings.

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19 April

Structuralism 2:

❖ *Barthes & Foucault*

Assessment 1 presentations, per presentation schedule

See Moodle for W

