



ICOM100

Introduction to International Communication

S1 Day 2014

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor

Li Ji

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Contact via li.ji@mq.edu.au

E7A 211

Wednesday, Thursday or by appointment

Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

"We cannot not communicate." (Watzlawick, 1973). This unit introduces a theoretical framework for the study of international communication. It provides students with a toolbox that can be used to critically approach and analyse communication processes and the creation of meaning. The aim of this unit, and of international communication in general, is to create an awareness of the self and the other and to facilitate, analyse and improve communication processes between these entities. Tutorials focus on practical tasks and consist of the application of theory and methodology, the examination of the institutional settings of international communication through case studies, and on issues around advertising, public relations, new media, global media and development communication. Students will practise semiotic analysis, content analysis, case study, and close reading.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Recognise and define different areas of International Communication theory

Explain the key theories in various different fields and apply them to International Communication

Identify and apply key theories to set texts

Construct a position using research methodologies from which to answer a question relevant to International Communication

Demonstrate the importance and relevance of academic literacy skills for International Communication

Assessment Tasks

Name	Weighting	Due
<u>1. Social Media Interview</u>	20%	26 March (Week 4), 4pm
<u>2. Paraphrasing and Quoting</u>	10%	on or before 9 April (6 Week)
<u>3. Semiotic Analysis</u>	25%	9 April (week 6), 4pm
<u>4. Critical Essay</u>	35%	4 June (Week 12), 4pm
<u>5. Participation</u>	10%	ongoing

1. Social Media Interview

Due: **26 March (Week 4), 4pm**

Weighting: **20%**

Read the 3 articles (readings for week 4 in your reader). Use one of the research questions about social media among young people and create 4 or 5 interview questions about this topic (use open or semi-open questions only). Interview fellow students (outside of ICOM100, a handful of people will be sufficient) and summarise your results (300w). Submit your summary online by 4pm 26 March (Week 4).

On successful completion you will be able to:

- Identify and apply key theories to set texts
- Construct a position using research methodologies from which to answer a question relevant to International Communication

2. Paraphrasing and Quoting

Due: **on or before 9 April (6 Week)**

Weighting: **10%**

This assignment consists of 2 parts. Part one (identifying direct quotes and paraphrased ideas) can be completed any time after week 2 where tutorials are dedicated to paraphrasing, quoting and referencing. It should take you only 30 minutes to complete. The second part (paraphrasing ideas from an article in week 6) can be completed any time before 9 April (Week 6). Please check instructions online.

On successful completion you will be able to:

- Recognise and define different areas of International Communication theory
- Demonstrate the importance and relevance of academic literacy skills for International Communication

3. Semiotic Analysis

Due: **9 April (week 6), 4pm**

Weighting: **25%**

You will be given (print or youtube) advertisements to choose from for your written analysis. In your short essay (around 1000 words), you should use the semiotic terms (eg. icon, index, symbol) that have been introduced in class to explain how the ad is constructed, how meaning is created, if the ad is effective or not. Your analysis should be precise, concise, and use semiotic theory. Using relevant references and providing a reference list are compulsory. Written analysis needs to be submitted by 4pm 9 April (Week 6)

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4. Critical Essay

Due: **4 June (Week 12), 4pm**

Weighting: **35%**

Write an essay of 1,500 - 2,000 words. You will find a choice of essay questions on iLearn by mid semester. Your essay needs to be submitted by 4pm 4 June (week 12).

On successful completion you will be able to:

- Recognise and define different areas of International Communication theory
- Construct a position using research methodologies from which to answer a question relevant to International Communication
- Demonstrate the importance and relevance of academic literacy skills for International Communication

5. Participation

Due: **ongoing**

Weighting: **10%**

Marks are awarded for active participation in tutorials rather than for attendance.

On successful completion you will be able to:

- Construct a position using research methodologies from which to answer a question relevant to International Communication
- Demonstrate the importance and relevance of academic literacy skills for International Communication

Delivery and Resources

ICOM100/S1/Day/Lecture_1/01	Tuesday	11:00am	12:00pm	1:00	Y3A T1 Theatre
ICOM100/S1/Day/Lecture_1/02 ilecture	Tuesday	11:00am	12:00pm	1:00	#iLecture Registration Option
ICOM100/S1/Day/Tutorial_1/01	Wednesday	1:00pm	2:00pm	1:00	W5C 302 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/02	Wednesday	12:00pm	1:00pm	1:00	W5C 234 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/03	Tuesday	12:00pm	1:00pm	1:00	W5C 312 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/04	Tuesday	2:00pm	3:00pm	1:00	W5A 204 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/05	Tuesday	3:00pm	4:00pm	1:00	W5A 204 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/06	Wednesday	9:00am	10:00am	1:00	W5C 310 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/07	Wednesday	10:00am	11:00am	1:00	W5A 204 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/08	Tuesday	12:00pm	1:00pm	1:00	X5B 039 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/09	Wednesday	12:00pm	1:00pm	1:00	C4A 320 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/10	Wednesday	2:00pm	3:00pm	1:00	C4A 325 Tutorial Rm

TECHNOLOGY USED AND REQUIRED

Online units can be assessed at iLearn: <http://ilearn.mq.edu.au>

iLearn is the main platform for material sharing, communication and assignment submission.

PC and Internet access are required. Basic computer skills (e.g., internet browsing) and skills in

word processing are also a requirement. Please consult teaching staff for any further, more specific requirements.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Unit readings available for purchase at Co-op Book store.

More reading materials will be uploaded on iLearn

WHAT HAS CHANGED?

This unit has been revised and reorganised. Though the main content is still the same, the new order of topics and updated reading make previous course readers unsuitable, they cannot be used to accompany this class. Some assessment tasks have been adjusted.

Unit Schedule

Week1	Introduction In this lecture we will look at the course outline and make final adjustments according to students' input. No tutorials in week one
Week 2	Toolbox 1: What is communication? In this session we will concentrate on communication models. <i>Tutorial: Paraphrasing workshop – how to summarise a message and integrate it into your own text. You may complete the paraphrasing assignment from today onwards.</i>
Week 3	Toolbox 2: The creation of meaning We continue examining communication processes and focus on the creation of meaning. <i>Tutorial: Semiotic interpretation of a poster</i>
Week 4	Mediated Communication: Social Media This week is dedicated to the analysis of social media usage. International contexts add another dimension to mediated communication. <i>Tutorial: Facebook, Anonymity, and the Crisis of the Multiple Self</i>
Week 5	International advertising campaigns and PR <i>Tutorial: Case study: United Colors of Benetton</i>
Week 6	Advertising AIDS This week we will explore the state/marketing interface by analysing International Communication about AIDS. <i>Tutorial: Global communication about AIDS</i>
Week 7	Global Media Flows This week is dedicated to international media flows and contra-flows of visual media. <i>Tutorial: Case study: Heterogeneous global audiences. We will look at communication as mainstream commercial commodity vs alternative, anti-globalisation communication strategies.</i>

Week 8	Non-verbal communication in international settings <i>Tutorial: Cultural differences in non-verbal communication experimenting with signs.</i>
Week 9	Global media and public sphere This session will introduce Habermas' concept of the public sphere and lead to a discussion about space for public sphere within the new media <i>Tutorial: Accessibility and usage – unlimited communication online?</i>
Week 10	The notion of the nation state vs multicultural societies <i>Tutorial: Everyday communication in international cities</i>
Week 11	International communication and language Different languages can be one of the biggest obstacles in International communication. We will look at the role of English as lingua franca and explore how useful the ability to speak a foreign language is in international environments such as business, education, and politics. <i>Tutorial: The circles of language (group exercise)</i>
Week 12	International Negotiation This lecture is about the purposes of effective International Communication <i>Tutorial: Case study on international business negotiation</i>
Week 13	Unit Review

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcome

- Explain the key theories in various different fields and apply them to International Communication

Assessment tasks

- 1. Social Media Interview
- 3. Semiotic Analysis
- 5. Participation

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Recognise and define different areas of International Communication theory
- Explain the key theories in various different fields and apply them to International Communication
- Identify and apply key theories to set texts
- Construct a position using research methodologies from which to answer a question relevant to International Communication
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Assessment tasks

- 1. Social Media Interview
- 5. Participation

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Recognise and define different areas of International Communication theory
- Explain the key theories in various different fields and apply them to International Communication
- Identify and apply key theories to set texts

Assessment tasks

- 1. Social Media Interview
- 3. Semiotic Analysis
- 4. Critical Essay

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Recognise and define different areas of International Communication theory
- Explain the key theories in various different fields and apply them to International Communication
- Identify and apply key theories to set texts

Assessment tasks

- 4. Critical Essay
- 5. Participation

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Identify and apply key theories to set texts
- Construct a position using research methodologies from which to answer a question relevant to International Communication

Assessment tasks

- 1. Social Media Interview
- 2. Paraphrasing and Quoting
- 4. Critical Essay

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcome

- Construct a position using research methodologies from which to answer a question relevant to International Communication

Assessment tasks

- 1. Social Media Interview
- 3. Semiotic Analysis

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Explain the key theories in various different fields and apply them to International Communication
- Construct a position using research methodologies from which to answer a question relevant to International Communication
- Demonstrate the importance and relevance of academic literacy skills for International Communication

Assessment tasks

- 1. Social Media Interview
- 2. Paraphrasing and Quoting
- 3. Semiotic Analysis
- 4. Critical Essay
- 5. Participation

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcome

- Construct a position using research methodologies from which to answer a question relevant to International Communication

Assessment task

- 1. Social Media Interview