ICOM100

Introduction to International Communication

MQC2 Evening 2014

Dept of Media, Music & Cultural Studies

Contents

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General Information

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Lecturer in Charge
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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 Communicaiton

Assessment Tasks

Name	Weighting	Due
1. Participation	10%	ongoing
2. Social Media Interview	20%	5pm, Thursday 14th August
3. Paraphrasing and Quoting	10%	5pm, Tuesday, 26th August
4. Semiotic Analysis	25%	5pm, Tuesday, 2 September
5. Critical Essay	35%	5pm, Thursday, 9th October

1. Participation

Due: **ongoing**
Weighting: **10%**

Marks are awarded for active participation in tutorials, and attendance in lectures and tutorials

On successful completion you will be able to:

- Recognise and define different areas of International Communication theory
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- Identify and apply key theories to set texts

2. Social Media Interview

Due: **5pm, Thursday 14th August**
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 opened or semi-opened questions only). Interview fellow students (outside of ICOM100, a handful of people will be sufficient) and summarise your results (300w). Written summary needs to be submitted online by **5pm, Thursday 14th August 2014.**

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3. Paraphrasing and Quoting

Due: **5pm, Tuesday, 26th August**
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 9th April. This assignment consisted 2 parts should be submitted online by **5pm, Tuesday, 26th August.**

On successful completion you will be able to:
- Recognise and define different areas of International Communication theory

4. Semiotic Analysis

Due: **5pm, Tuesday, 2 September**
Weighting: **25%**

Choose one of the advertisments provided and analyse how it is constructed and how meaning is created. Analyse if the advert "works" internationally or not, and give reasons for your evaluation. Using relevant references and providing a reference list are compulsory (around 1,000 words). Due by **5pm, Tuesday, 2nd September 2014.**

On successful completion you will be able to:
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- Identify and apply key theories to set texts

5. Critical Essay

Due: **5pm, Thursday, 9th October**
Weighting: **35%**

Make sure to look at the essay writing guidelines on iLearn. You will have a choice of 3 topics to write an essay of 1,500 - 2,000w. When you do your research to answer the essay question of your choice, make sure to go beyond the reader in looking for material, such as books and

academic journal articles. Use in text citations and attach a list of references. At least four peer-reviewed journal articles are required. Due by **5pm, Thursday, 9th October 2014.**

On successful completion you will be able to:

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Delivery and Resources

There are three timetabled contact hours each week. Students are also expected to complete readings from the ICOM 100 reader each week. These are extensive. Students whose English is well developed should schedule approximately three hours for this task. In addition students are expected to follow current developments relevant to Introduction to International Communication and gather additional materials, allow another hour per week for reading quality newspapers and watching broadcasts. Total workload therefore is 9 hours per week including lectures and tutorials. Students whose English language skills are still developing should allocate additional time.

The expected student workload per week for this unit comprises of:

Lectures: 2 hours (6pm-8pm on Thursdays)

Tutorial: 1 hour (8pm-9pm on Thursdays)

Reading: 3 hours

Assignments   3 hours averaged across the semester

Total: 9 hours

Unit Schedule

Week/Friday of the Week	Lecture	Tutorial	Due date

Unit guide ICOM100 Introduction to International Communication

Week 1	17 July	Introduction In this lecture we will look at the course outline and make final adjustments according to students' input.	Tutor and student introductions, course guide, assessment and orientation. Paraphrasing workshop – how to summarise a message and integrate it into your own text. You may complete the paraphrasing assignment from today onwards. Group allocation and iLearn training	
Week 2	24 July	Toolbox 1: What is communication? In this session we will concentrate on communication models.	Communication models; international communication flows	
Week 3	31 July	Toolbox 2: The creation of meaning We continue examining communication processes and focus on the creation of meaning.	Semiotic interpretation of A poster	
Week 4	7 August	Mediated Communication: Social Media This week is dedicated to the analysis of social media usage. International contexts add another dimension to mediated communication.	Facebook, Anonymity, and the Crisis of the Multiple Self	

Week 5	14 August	International advertising campaigns and PR	Case study: United Colors of Benetton	Summary of Social Media Interview due: **5pm, Thursday, 14th August**
Week 6	21 August	Advertising AIDS This week we will explore the state/marketing interface by analysisng international communication about AIDS.	Global communication about AIDS	
Week 7	28 August	Global Media Flows This week is dedicated to international media flows and contra-flows of visual media.	Case study: Heterogeneous global audiences. We will look at communication as mainstream commercial commodity vs alternative, anti globalisation communication strategies.	Paraphrasing and quoting due: **5pm, Tuesday, 26th August**
Week 8	4 September	Non-verbal communication in international settings	Cultural differences in non-verbal communication Experimenting with signs.	Semiotic analysis due: **5pm, Tuesday, 2nd September**

Week 9	**11 September**	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	Accessibility and usage - unlimited communication online?	
Week 10	**18 September**	The notion of the nation state vs multicultural societies	Everyday communication in international cities	

Week 11	**25 September**	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.	The circles of language (group exercise)	
Week 12	**2 October**	International Negotiation This lecture is about the purposes of effective international communication	Case study on international business negotiation	
Week 13	**9 October**	Unit Review	Unit Review	1,500 -2,000w. essay due: **5pm, Thursday, 9th October**

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. Participation
- 2. Social Media Interview
- 4. Semiotic Analysis

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
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Assessment task

- 1. 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

- 4. Semiotic Analysis
- 5. 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

- 1. Participation
- 2. Social Media Interview
- 5. Critical Essay

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

- 2. Social Media Interview
- 3. Paraphrasing and Quoting
- 5. 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

- 2. Social Media Interview
- 4. 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 Communicaiton

Assessment tasks

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

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

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and

country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Assessment task

- 2. Social Media Interview