



MECO800

International Discourse

S2 Day 2015

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor

Maya Ranganathan

maya.ranganathan@mq.edu.au

Contact via maya.ranganathan@mq.edu.au

Y3A 156

Tuesday 4-5 p.m (email prior for appointment please)

Credit points

4

Prerequisites

Admission to MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm or MA in Media Law and Culture or MIntPubDip

Corequisites

Co-badged status

Unit description

This unit provides students with an overview of the theoretical framework that informs research in the discipline of International Communication. It takes them through discourse analytical methods that are employed to understand contemporary communication and to make projections of future trends. It aims to provide hands-on experience in research methodologies to enable students to take a scientific and analytical approach to Communication during the course of their study and in future career paths. The critique of various discourse scenarios from across the world will draw upon established theories and methods propounded by Norman Fairclough, Jacques Derrida and Frederick Jameson.

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:

Create and design project proposals relating to contemporary media within relevant conceptual and theoretical frameworks

Evaluate qualitative research methodologies and judge appropriate methods for research

projects

Explore, examine, engage and investigate significant issues in the context of international communication and justify findings

Organise contemporary issues in historical, sociological and political contexts and distinguish by an application of discipline knowledge and research skills

General Assessment Information

All marks will be made available on ilearn grades, except the marks for the group exercises/ activities which will be available after consolidation, in Week 12.

Assessment Tasks

Name	Weighting	Due
<u>Research proposal</u>	30%	27 October 2015
<u>Project study</u>	40%	17 November 2015
<u>Class activities</u>	20%	Weeks 3-9
<u>Participation</u>	10%	Week 2-13

Research proposal

Due: **27 October 2015**

Weighting: **30%**

A 1000-word research project proposal on a topic of your choice is required to be submitted in Week 11. The topic must be related to contemporary issues in international communication (Please note that the topic is to be discipline-specific. Research projects must relate to 'international communication', not political science or sociology). No two students can work on the same topic. For this reason, the convenor's approval must be secured prior to working on the project proposal. And once approved, the topic must not be changed. Choosing the topic requires a lot of reading and consideration and the earlier you identify it the better.

The proposal must contain 1. Background 2. Significance 3. Aims and 4. Method. It is an academic research proposal and must meet the requirements in structure and content.

Method must be qualitative and chosen from one of the methods taught in the unit. This assessment does not require application of the method. The assessment relates to methodology and hence must contain all details of the method. The proposal must make clear how the method is appropriate to the study of the issue, the period of data collection and the parameters of analysis. (It has to be workable as you will be required to apply the method in the final essay)

Changing the topic yet again for the final research essay will not be considered favourably.

Please think through the topic before attempting this assessment.

Marking rubrics will be available on ilearn. The following criteria will be used for marking the assessment:

1. **Choice of issue for study:** A significant contemporary issue of study in international communication.
2. **Framework for analysis:** Identification of appropriate conceptual and theoretical framework.
3. **Data collection:** Data selection and discussion of appropriate analytical method.
4. **Structure:** Use of comprehensive and accurate content according to academic conventions.
5. **Grammar and language:** Good spelling and grammar.

Assessment tasks are aligned to the unit Learning Outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply. 10% per day (including weekends) will be deducted for all late submissions unless Disruptions to Studies (including a request for an extension) is approved prior.

The proposal is to be uploaded on Turnitin. It is the students' responsibility to ensure that the correct assessment is uploaded, that all parts of the proposal (references, appendix etc) are uploaded and that acknowledgement is received. Claims of technical issues and wrong upload will not be entertained.

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Project study

Due: **17 November 2015**

Weighting: **40%**

Students are expected to build on the project proposal submitted earlier for this major essay. This research essay is to be regarded as Part 2 of the project study.

Taking into account the feedback provided, students are required to refine methodology, address deficiencies in the method if any and then apply the method to analyse the issue already detailed in the project proposal. No change can be made at this time in the topic without penalty. The essay is required to display a critical evaluation of the issue taken up for research and show

evidence of wider reading, methodological rigour and sophisticated argumentation and interpretation.

A rubrics will be made available on ilearn. The assessment will be graded on the following criteria:

1. **Argument and substantiation:** a significant argument, clearly substantiated, methodological rigour.
2. **Organisation:** clear structure, particularly coherence - an effort to tie the conceptual, theoretical and analytical aspects together
3. **Attribution:** Evidence of extensive reading and clear attribution of sources
4. **Presentation:** Good grammar devoid of spelling mistakes or errors that make understanding difficult.

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Class activities

Due: **Weeks 3-9**

Weighting: **20%**

Every tutorial from Week 3-9 will be devoted to one exercise/activity based on the method and on the readings related to the method prescribed for the week. Students will work in groups on these exercises/activities. Each one (one every week) will be worth 10 per cent. About 5-6 exercises/activities will be given. The top 3 marks will be added to make up the 30 per cent. This means that students will have to ensure attendance in at least 3 tutorials in order to be able to

attempt the exercises/activities to make up the 30 per cent. This is a group activity. Hence, make up exercises cannot be held for individuals who miss tutorials.

The exercises will be peer-marked by students in class. This is aimed at developing students' autonomy, maturity and critical abilities. The answer sheets will be marked by fellow students in the tutorial class based on a marking scheme made available in class. The marking criteria will include

Familiarity with the method

Critical evaluation of the method

Ability to apply the method.

The final marks of the exercises will be made available within a fortnight in class.

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Participation

Due: **Week 2-13**

Weighting: **10%**

Participation involves a pro-active engagement with the unit material in general and in-class activities in particular. It indicates more than physical presence (Texting, discussions with fellow students on issues unrelated to unit, social networking will be taken as a lack of presence). Students interactions, discussions, ability to participate in group activities, work as a team in completing tutorial tasks will be taken into account. A rubric will be posted in ilearn.

On successful completion you will be able to:

- Explore, examine, engage and investigate significant issues in the context of international communication and justify findings

Delivery and Resources

Students are to check ilearn regularly. All details pertaining to the weekly lectures, class activities and assessment tasks will be made available on ilearn only.

Unit Schedule

Week 1	Introduction to Research and the Unit
Week 2	Quantitative and qualitative research methods. Tutorial begins this week. Library orientation in the tutorial hours. Attendance is a must.
Week 3	Research process Group exercises/activities in the tutorial
Week 4	Semiotic analysis Group exercises on applying semiotic analysis to communication studies.
Week 5	Marxist analysis Group exercises on Marxist and neo-Marxist analysis
Week 6	Critical Discourse Analysis Exercises on applying Fairclough's discourse analysis to understanding contemporary communication.
Week 7	Multi-modal analysis Applying multi-modal analysis to visual representations in media
	RECESS
Week 8	New media research Exercises on understanding communication that employ new media technologies
Week 9	Interpreting qualitative data Exercises on categorising and evaluating data
Week 10	Writing your research proposal Tutorial discussion on the project proposal due the following week

Week 11	No lectures or tutorials Time to work on research essay. Appointments may be sought with convenor to discuss project
Week 12	No lectures or tutorials Working on research essay. Appointments may be sought with convenor to discuss project
Week 13	No lectures or tutorials. Research essay due the following week.

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/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

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

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Evaluate qualitative research methodologies and judge appropriate methods for research projects
- Explore, examine, engage and investigate significant issues in the context of international communication and justify findings

- Organise contemporary issues in historical, sociological and political contexts and distinguish by an application of discipline knowledge and research skills

Assessment tasks

- Project study
- Class activities
- Participation

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Create and design project proposals relating to contemporary media within relevant conceptual and theoretical frameworks
- Evaluate qualitative research methodologies and judge appropriate methods for research projects
- Explore, examine, engage and investigate significant issues in the context of international communication and justify findings
- Organise contemporary issues in historical, sociological and political contexts and distinguish by an application of discipline knowledge and research skills

Assessment tasks

- Research proposal
- Project study

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Create and design project proposals relating to contemporary media within relevant conceptual and theoretical frameworks

- Evaluate qualitative research methodologies and judge appropriate methods for research projects
- Explore, examine, engage and investigate significant issues in the context of international communication and justify findings
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Assessment tasks

- Research proposal
- Project study
- Class activities
- Participation

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Evaluate qualitative research methodologies and judge appropriate methods for research projects
- Explore, examine, engage and investigate significant issues in the context of international communication and justify findings
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Assessment tasks

- Research proposal
- Project study
- Class activities

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Create and design project proposals relating to contemporary media within relevant conceptual and theoretical frameworks
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- Organise contemporary issues in historical, sociological and political contexts and distinguish by an application of discipline knowledge and research skills

Assessment tasks

- Research proposal
- Project study
- Class activities
- Participation

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Create and design project proposals relating to contemporary media within relevant conceptual and theoretical frameworks
- Evaluate qualitative research methodologies and judge appropriate methods for research projects

Assessment tasks

- Research proposal
- Project study
- Participation