



# ICOM100

## Introduction to International Communication

MQC1 Day 2015

*Dept of Media, Music & Cultural Studies*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

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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. Paraphrasing and Quoting</u>	10%	9 April (Week 4), 5pm
<u>2. Social Media Interview</u>	20%	16 April (Week 5), 5pm
<u>3. Semiotic Analysis</u>	25%	30 April (week 7), 5pm
<u>4. Critical Essay</u>	35%	11 June (Week 13), 5pm
<u>5. Participation</u>	10%	ongoing

### 1. Paraphrasing and Quoting

Due: **9 April (Week 4), 5pm**

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. The due date for the completion of part 1 is 5pm 17 March (Week 4). It should take you only 30 minutes to complete. The second part (paraphrasing ideas from an article in week 5&6) can be completed any time before 5pm 17 March (Week 4). Please check instructions on iLearn.

#### Grading criteria:

- Excellent, succinct summary, captures the most significant points, clearly expressed. No errors in spelling, grammar or referencing. (5)
- An excellent, succinct summary that captures the main points, but may have minor errors in referencing, spelling or grammar. (4)
- A good summary, with the most important points included. Could be more succinct/less wordy. Extra details or not enough explanation may detract from the summary. Generally well referenced, but there may be noticeable errors. (3)
- The summary is unclear, but shows an attempt to grapple with the key points in the reading, though it may focus more on tangential points. Referencing may be more faulty than correct. (2)
- The summary does not touch on the main ideas in the reading at all and referencing may

be missing or entirely inadequate. The summary may be seriously plagiarised. (0-1)

On successful completion you will be able to:

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

## 2. Social Media Interview

Due: **16 April (Week 5), 5pm**

Weighting: **20%**

Read the 3 articles (readings for week 4). 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 5pm (Week 5). Please check instructions on iLearn.

### **Grading criteria:**

#### *Questionnaire:*

- Relevance of interview questions to the research questions
- Paraphrasing the interview questions

#### *Summary:*

- Relevance to the readings
- Good summary technique (e.g. table of results or quotes from participants) and concise but comprehensive reflection of main points
- Full reflection of results and summary of most important findings

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## 3. Semiotic Analysis

Due: **30 April (week 7), 5pm**

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. Please check instructions on iLearn. Written analysis needs to be submitted by 5pm (Week 7).

**Grading criteria:**

- Correct application of semiotic terms to the interpretation of advertisements.
- Critical reflection on how semiotic theory ties into the way the advertisement is produced and the message is received.
- Writing skills and grammatical skills
- Consistent referencing and good choice of sources, with good reference to semioticians

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## 4. Critical Essay

Due: **11 June (Week 13), 5pm**

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 online by 5pm (Week 13) and as a hard copy to the reception on Level 2 by 12:30 Thursday 11/06/2015.

**Grading criteria:**

- Clear structure (introduction, body and conclusion) and well composed paragraphs for each new topic/thought
- Clear argument well supported by theoretical framework and relevant scholars
- Relevance to the essay question - fully answers the essay question, introduces valid background information and give relevant examples
- Originality of the research and argumentation - has own hypothesis, integrates other scholars' perspectives and uses critical approach
- Consistent referencing, complete reference list and use of well balanced sources (books,

journals, internet) beyond unit readings

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## 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:

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## Delivery and Resources

*Classes in ICOM100 are composed of lectures and tutorials. The structure of the unit is a weekly two-hour lecture and a weekly one-hour group tutorial.*

*The timetable for classes can be found on the City Campus web site at: <http://student.mq.c.edu.au/>*

### 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 are available on e-Research on Macquarie University library website.

**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

<b>Week 1</b>	<b>Introduction</b>  In this lecture we will look at the course outline and make final adjustments according to students' input. <b>Tutorial: Introductions</b>
<b>Week 2</b>	<b>Toolbox 1: What is communication?</b>  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>
<b>Week 3</b>	<b>Toolbox 2: The creation of meaning</b>  We continue examining communication processes and focus on the creation of meaning.  <i>Tutorial: Semiotic interpretation of a poster</i>
<b>Week 4</b>	<b>Mediated Communication: Social Media</b>  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>
<b>Week 5</b>	<b>International advertising campaigns and PR</b>  <i>Tutorial: Case study: United Colors of Benetton</i>
<b>Week 6</b>	<b>Advertising AIDS</b>  This week we will explore the state/marketing interface by analysing International Communication about AIDS.  <i>Tutorial: Global communication about AIDS</i>

<b>Week 7</b>	<b>Global Media Flows</b>  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>
<b>Week 8</b>	<b>Non-verbal communication in international settings</b>  <i>Tutorial: Cultural differences in non-verbal communication experimenting with signs.</i>
<b>Week 9</b>	<b>Global media and public sphere</b>  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>
<b>Week 10</b>	<b>The notion of the nation state vs multicultural societies</b>  <i>Tutorial: Everyday communication in international cities</i>
<b>Week 11</b>	<b>International communication and language</b>  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>
<b>Week 12</b>	<b>International Negotiation</b>  This lecture is about the purposes of effective International Communication  <i>Tutorial: Case study on international business negotiation</i>
<b>Week 13</b>	<b>Unit Review</b>

## 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](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](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](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/](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/media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments/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](http://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](http://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**

### **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
- 3. Semiotic Analysis
- 5. Participation

### **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. Paraphrasing and Quoting
- 2. Social Media Interview
- 3. Semiotic Analysis
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### **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
- Demonstrate the importance and relevance of academic literacy skills for International Communication

## **Assessment tasks**

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

## Communication

### Assessment tasks

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

### 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
- 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

- 2. Social Media Interview
- 3. Semiotic Analysis
- 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**

- 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

## **Assessment tasks**

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

## **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**

- 2. Social Media Interview
- 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 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

### Assessment task

- 5. Participation

## 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

- 5. Participation

## Changes from Previous Offering

The due date for Assessment Task 1 changes to Week 4 in S1 2015; the due date for Assessment Task 2 changes to Week 5 S1 2015.

There are no unit readers available for purchase at Co-op Book Store. Instead, unit readings are available on e-Reserve on Macquarie University library website.

## Assignment Submission

**Both hard copy and electronic submissions are required.**

**Hard copies will be submitted at the reception (Level 2) on the due date and electronic copies will be submitted via Turnitin on iLearn.**

Information about how to submit work online can be accessed through the iLearn unit.

### **Return of marked work**

During semester, marked hard copies of assignment 2 and 3 will be returned to students in class. The critical essays (assessment task 4) will be returned to the reception.

**Late Penalty** - 2% per day (including weekends) over the due date.

Any assessment task that is handed in late, will incur a late penalty of 2% per day, unless the student has handed in a medical certificate to the convenor, or applied to the convenor for an extension through the 'Disruption of Studies'.