MECO800

International Discourse

S2 Day 2016

Department of Media, Music, Communication and Cultural Studies

Contents

General Information

Unit convenor and teaching staff
Unit Convenor
Maya Ranganathan
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Y3A 156
Monday 3-4 p.m (email prior for appointment please)

Credit points
4

Prerequisites
Admission to MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm 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 and Frederick Jameson, among others.

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 between a fortnight-3 weeks after submission.

Assessment Tasks

Name	Weighting	Due
Research issue and Biblio	20%	22 August 2016
Research proposal	30%	19 October 2016
Research paper	40%	7 November 2016
Participation	10%	Week 2-13

Research issue and Biblio

Due: **22 August 2016**
Weighting: **20%**

This is an early assessment due in Week 4. This is also the first part of the research process that lays the foundation for the study during the course of this unit culminating in the submission of the final research paper. Every student is required to come up with a **NEW** topic for research. The topic will have to be **contemporary,** i.e something currently relevant. Events related to the topic must preferrably be on-going and should definitely not have occurred earlier than June 2015. The topic of research must strictly fall under the **disciplines of media and communication** and must be of considerable **significance**. In other words, the issue chosen for study must concern large sections of population, must engage global attention and must be part of public discourse. The subsequent assessments build on this submission and hence careful and considered choice of topic is imperative. There is also no scope to resubmit this assessment or change the topic once it is submitted and evaluated. Those topics that are declared as not viable cannot be pursued; student will have to come up with another topic for the research proposal and discuss it with the tutor well ahead.

For this assessment, students are required to write **500 words**.

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.

The submission made online on Turnitin must contain 1. Title/research question 2. An abstract describing the topic and significance and 3. Bibliography. (A good starting point will be to familiarise oneself with the structure of academic journal articles in the field).

It will be assessed based on the following criteria:

Significance of the topic

Clarity of ideas and process as evidenced in the submission

Relevance and significance of the works listed and details in the Bibliography.

The final marks and feedback will be made available within a fortnight, online.

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Research proposal

Due: **19 October 2016**
Weighting: **30%**

This is a continuation of the earlier assessment. Based on the feedback, students are required to submit a 1000-word research project proposal. This involves fleshing out the earlier submission. Students whose research topics were declared as not viable or inappropriate should by this time be ready with a viable topic approved by the tutor. The focus in this paper is on **Methodology**.

The proposal must contain 1. Background 2. Significance in more detail than in the earlier assessment 3. Aims and 4. Method. It is an academic research proposal and must meet the requirements in structure and content. The focus must be on method.

Method must be qualitative and chosen from one of the methods taught in the unit. This assessment does not require application of the method but 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 in the light of the feedback for the earlier assessment before

attempting this assessment.

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

1. **Proposed framework for analysis**: Identification of appropriate conceptual and theoretical framework.

2. **Data collection plan**: Data selection and discussion of appropriate analytical method.

3. **Structure**: Use of comprehensive and accurate content according to academic conventions.

4. **Grammar and language**: Good spelling and grammar, academic language.

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.

Feedback provided can be accessed online a fortnight after submission.

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Research paper

Due: **7 November 2016**
Weighting: **40%**

Students are expected to build on the project proposal submitted in Week 10 for this final essay. 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. 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. Academic language and writing is expected.

Late Submissions

Tasks 10% or less. No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies is made and approved.

Tasks above 10%. Students who submit late work without an extension will receive a penalty of 10% per day. This penalty does not apply for cases in which an application for Disruption to Studies is made and approved.

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.

On successful completion you will be able to:
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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). A rubric will be posted in ilearn.

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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 Tutorials begin this week with a session in the library on 'generating ideas for research'. Venue details in ilearn. Attendance is a must.
Week 2	Quantitative and qualitative research methods. Session on research tools organised by research librarian(s). Venue details in ilearn. Attendance mandatory.
Week 3	Research process Group exercises/activities in the tutorial
Week 4	Semiotic analysis Group exercises on applying semiotic analysis to communication studies. First assessment due this week
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 Research proposal due this 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 this 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

New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy.html

Grading Policy prior to Session 2 2016 http://mq.edu.au/policy/docs/grading/policy.html

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.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/department_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://www.mq.edu.au/about_us/ offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources 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

- Research issue and Biblio
- Research paper
- 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
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Assessment tasks

- Research issue and Biblio
- Research proposal
- Research paper

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:

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

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

Assessment tasks

- Research issue and Biblio
- Research proposal
- Research paper

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

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Assessment tasks

- Research issue and Biblio
- Research proposal
- Research paper
- 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
- Research paper
- Participation