



ICOM100

Introduction to International Communication

S1 Day 2016

Department of Media, Music, Communication and Cultural Studies

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Dr. Li Ji

li.ji@mq.edu.au

Contact via li.ji@mq.edu.au

165K, Y3A

1-2pm Wednesdays, 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. Paraphrasing and Quoting</u>	10%	21 March (Week 4), 5pm
<u>2. Semiotic Analysis</u>	30%	4 April (week 6), 5pm
<u>3. Final Test</u>	50%	30 May (Week 12), 5pm
<u>4. Participation</u>	10%	ongoing

1. Paraphrasing and Quoting

Due: **21 March (Week 4), 5pm**

Weighting: **10%**

The objective of this assignment is to test your research skills of paraphrasing, quoting and referencing. This assignment consists of two parts.

Part 1 - Multiple-choice quiz (5%)

The quiz requires you to identify direct quotes and paraphrased ideas on iLearn. The quiz questions are based on one reading in Week 2. It should take you only 30 minutes to complete. You are allowed to attempt the quiz five times, and the average mark will be calculated. It 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 21 March (Week 4).

Part 2 - Paraphrasing ideas from reading (5%)

This part requires you to paraphrase ideas from an article in Week 5 & Week 6. It can be completed any time before 5pm 21 March (Week 4). Please check instructions and rubric for this assessment on iLearn.

Assessment criteria for this task include:

Part 1 - Multiple-choice quiz (5%)

Correctness of answers. There is only one correct answer for each question.

Part 2 - Paraphrasing ideas from reading (5%)

- Excellent, succinct summary, captures the most significant points, clearly expressed. No errors in spelling, grammar or referencing. (HD)

- An excellent, succinct summary that captures the main points, but may have minor errors in referencing, spelling or grammar. (D)
- 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. (C)
- 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. (P)
- 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. (F)

On successful completion you will be able to:

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

2. Semiotic Analysis

Due: **4 April (week 6), 5pm**

Weighting: **30%**

You will be given advertisements on iLearn 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, and 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 5pm 4 April (Week 6). Please check instructions and rubric for this assessment on iLearn.

Assessment criteria are:

- 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

On successful completion you will be able to:

- 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

3. Final Test

Due: **30 May (Week 12), 5pm**

Weighting: **50%**

This assessment task is designed to test your ability to understand the key theories and concepts that you have learnt across this unit, to synthesise information and to organise your thoughts to address essay questions, and to apply pertinent theories and methods to organise your own research projects. This task consists of three parts, all of which can be completed outside class:

Part 1 - Multiple choice questions (20%)

This part consists of 20 multiple choice questions (single answers). These questions focus on a broad overview of this course, and are mainly based on unit readings and lecture ppt slides. You need to use the course outline as a framework for study. The questions will be put up on iLearn in Week 10. They can be completed at any time anywhere before the due date 5pm 30 May (Week 12). It should take you approximately 30 minutes to complete. A strict time limit will be set. You are only allowed to attempt the quiz ONCE. Please ensure that you have a smooth Internet connection. If there are any difficulties in access to Internet, or any problems with your Internet connection that disrupt the completion of the test, please email the unit convenor immediately. You are allowed to take the test on paper in the tutorial class in Week 13. Please note that the questions on paper are different set of questions that will be selected randomly from the question pool.

Part 2 - Essay question (15%)

You are required to choose one of the three essay questions and write a short essay of 500 words. Your essay needs to develop a clear argument that is well supported by evidences, follow standard essay structures and be referenced. The essay questions will be put up on iLearn in Week 8.

Part 3 - Research proposal (15%)

You are required to develop a brief proposal for a research project of 500 words. You can choose one of the topics that you have learnt about in this unit for your project. You need to design a research question or hypothesis that you intend to address, present a brief review of the literature you plan to contribute to in conducting your research, discuss the theories and methodology (research methods) to be adopted for the research, and explain the significance of the proposed project.

Part 2 and Part 3 questions and topics will be put in one word document and uploaded on iLearn in Week 8. You can address them in order in one word document and submit it to Turnitin on iLearn by the due date 5pm 30 May Week 12. An example of a research proposal will be put up on iLearn. Please also find instructions and rubrics on iLearn.

Assessment criteria for this task include:

Part 1 - Multiple choice questions (20%)

Correctness of answers. There is only one correct answer for each question, one point per correct answer.

Part 2 - Essay question (15%)

- Relevance to the essay question, and well formulated answers
- Clear and reasonable argument well supported by relevant theories or examples
- Originality of the research and critical approach
- Mini-essay format with clear structure, and concise writing
- Correct use of referencing including in-text citations

Part 3 - Research proposal (15%)

- Significance, originality and relevance of topic
- Original and relevant research questions or hypotheses
- Well argued and logical literature review that provides a good overview of the background and context for the research project
- Articulated theoretical framework for the research
- Appropriate methodology clearly articulated and justified for the research project
- Clear and concise writing, well-organised structure, consistent referencing including in-text citations

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

4. Participation

Due: **ongoing**

Weighting: **10%**

Participation

- Please remember that in standards-based assessment, it is through assessment tasks

that students demonstrate the unit Learning Outcomes. In this unit, participation will be assessed using a rubric.

Attendance

- Students are required to sign the name sheet in each tutorial.
- But please remember that turning up is not a learning outcome.

Assessment Criteria are:

1. Demonstrates good preparation for the assigned topics
2. Initiates critical discussions about assigned topics and provides comments that advance the level and depth of dialogue (consistent)
3. Demonstrates an active role in discussions
4. Contributes to ongoing discussions
5. Demonstrates group research collaboration and research skills

On successful completion you will be able to:

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Delivery and Resources

ICOM100/S1/Day/Lecture_1/01	Monday	9:00am	10:00am	1:00	W5A P.G. Price Theatre
ICOM100/S1/Day/Lecture_1/02 ilecture	Monday	9:00am	10:00am	1:00	#ilecture Registration Option
ICOM100/S1/Day/Tutorial_1/01	Monday	10:00am	11:00am	1:00	W6B 286 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/02	Monday	11:00am	12:00pm	1:00	W6B 286 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/03	Monday	2:00pm	3:00pm	1:00	Y3A 212 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/04	Monday	1:00pm	2:00pm	1:00	E6A 109 Tutorial Rm
ICOM100/S1/Day/Tutorial_1/05	Monday	10:00am	11:00am	1:00	X5B 136 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

Please refer to iLearn for both required and recommended readings.

Unit readings are available on e-Reserve on Macquarie University library website. There is no hard copy of unit readers available for this unit.

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 readings make previous course readers unsuitable, so they cannot be used for this class. Some assessment tasks have been adjusted.

Unit Schedule

Week 1	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	International communication: paradigms and perspectives In this session we will concentrate on basic international communication and communication theories to get an overview of the field of international communication. <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	Cultures of global communication We will examine the cultural dimension of international communication <i>Tutorial: Discussion about diasporic phenomena and intercultural communication</i>
Week 4	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 5	International advertising campaigns and public relations <i>Tutorial: Case study: United Colors of Benetton</i>

Week 6	International advertising: a case study This week we will explore the state/marketing interface by analysing international advertising 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	Global media and public sphere This session will introduce Habermas' concept of public sphere and lead to a discussion about space for public sphere within the new media <i>Tutorial: Research proposal writing workshop - the workshop will address how to develop research questions/hypotheses, how to review literature, how to develop a theoretical framework, and how to select proper research methods. You may complete the research proposal assignment from today onwards.</i>
Week 9	International communication and power This session will introduce the concept of power, and the role of power especially soft power and public diplomacy in international communication. <i>Tutorial: Case study: The Evaluation of public diplomacy practice in selected countries.</i>
Week 10	International communication in the Internet age This session is dedicated to review international communication issues in the Internet age. We will examine how diplomacy, power and public sphere are affected by social media through a case study - Arab Spring 2011. <i>Tutorial: Research projects showcase - discuss an example of a research proposal and showcase your proposed research projects.</i>
Week11	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

New Assessment Policy in effect from Session 2 2016 <http://mq.edu.au/policy/docs/assessm>

[ent/policy_2016.html](http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/). 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/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) 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

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 outcomes

- 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

- 2. Semiotic Analysis
- 3. Final Test
- 4. 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 outcomes

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

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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
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Assessment tasks

- 1. Paraphrasing and Quoting
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- 3. Final Test
- 4. 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
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Assessment tasks

- 1. Paraphrasing and Quoting
- 2. Semiotic Analysis
- 3. Final Test
- 4. 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. Semiotic Analysis
- 3. Final Test
- 4. 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. Semiotic Analysis
- 3. Final Test
- 4. 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
- Demonstrate the importance and relevance of academic literacy skills for International Communication

Assessment task

- 4. 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 tasks

- 3. Final Test
- 4. 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:

Learning outcome

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

Assessment task

- 4. Participation

Changes from Previous Offering

Assessment Task 2 (social media interview) and Assessment Task 4 (final essay) are replaced by a final test that includes 3 parts.

The weighting of semiotic analysis assignment is increased to 30%.

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

No Hard Copy submissions, all the assignments will be submitted to Turnitin on iLearn.

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

Return of marked work

During semester, marked work will be returned to students via Turnitin on iLearn.

Late Penalties

Any assessment task that is handed in late, that is after the due date, will incur a late penalty of 2% per day (including weekends), unless the student has applied for 'Disruption to Studies' for the assessment tasks.

Requirements to Complete the Unit Satisfactory

- **Timely submission of assessment tasks**

Assessment tasks are aligned to the unit Learning Outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply. 2% per day (including weekends) will be deducted for all late submissions unless Disruption to Studies (including a request for an extension) is approved.

- **Participation in tutorials**

You are required to attend all tutorials. As participation in the process of Learning is linked to and underpins the unit Learning Outcomes, you will need to either apply for Disruption to Studies to cover any missed tutorial (if the disruption is greater than three consecutive days) or supply appropriate documentation to your unit convenor for any missed tutorial (if less than three consecutive days).