LING248

Social Networking and Cyberlanguage

S1 Day 2017

Dept of Linguistics

Contents

General Information

Unit convenor and teaching staff
Deanna Wong
deanna.wong@mq.edu.au

Margaret Wood
margaret.wood@mq.edu.au

Tutor
Caroline Moir
caroline.moir@mq.edu.au

Tutor
Linda Buckley
linda.buckley@mq.edu.au

Tutor
Christine Joyce
christine.joyce@mq.edu.au

Credit points
3

Prerequisites
12cp at 100 level or above

Corequisites

Co-badged status

Unit description

In this leading-edge unit we examine and use social media and explore how language and social practices are changing in the contemporary computer-driven world. Issues surrounding online identity will be explored as well as the challenges of linguistic change for education and business practices. Some issues that we discuss are how women and men communicate online, and how online language may vary according to age, ethnicity or context. The unit explores the collaborative processes involved in contemporary education and media. Some issues that we will consider are: Do we know who we are 'talking to' these days? What are the ethical issues involved in using new media: what can you say or do in a text message? Are young people losing the ability to talk face-to-face? You can apply your knowledge of other units in linguistics in this unit, but no previous knowledge of linguistics is necessary or expected. The unit will connect with other areas of your University study and your life experience. You will find that the unit is relevant to business and marketing, to media and communications, to education and psychology, as well as to linguistics.

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:

Communicate theories of and practice in online community engagement to appropriate audiences, in both academic writing and social network modes i.e. via Text, Tweet, Blog, and Meme.

Show an understanding of, and a critical approach to, the sociolinguistic theories used to explain and investigate online communication.

Demonstrate an insight into the historical patterns of linguistic innovation and change and how these patterns are evidenced in online communication.

Analyse and apply effective strategies relevant to online community engagement.

Critically analyse academic material and deliver presentations of their findings.

General Assessment Information

Assessment submission

Assessments are submitted to Turnitin. Instructions for submitting assessments via Turnitin are available here: http://www.mq.edu.au/iLearn/student_info/assignments.htm

Late Assessment Submission

All assessments must be submitted before the cut-off times. **Assessments submitted after**

these times are likely to incur a late submission penalty of 5% per day they are late. Please note that assessments submitted after the return of marked materials will not be marked.

Please keep a copy of your assessments in case of misadventure.

Access to Marked Assignments

Marked assessments will, in general, be available to students within 2 to 3 weeks of submission. All marked assessments can be accessed via iLearn.

Extensions

Extensions are granted only on grounds of serious and unavoidable **disruption**, and appropriate supporting documentation must be submitted. Requests for an extension can be made by submitting a **Notification of Disruption to Studies** via AskMQ http://ask.mq.edu.au/ Note that your Notification should be submitted within five (5) working days of the disruption beginning.

For more information about Notification of Disruption to Studies, the university Disruption to Studies Policy can be found here: http://mq.edu.au/policy/docs/ disruption_studies/policy.html

When submitting a Notification of Disruption to Studies, you must ensure that you provide appropriate documentation. For more information, please see the Disruption to Studies Supporting Evidence Schedule: http://www.mq.edu.au/policy/docs/disruption_studies/ schedule_evidence.html

Please note that submitting a notification of Disruption to Studies does not guarantee an extension, and you should consider carefully before making a notification. As a university student, you are expected to plan your time so that all assessments can be submitted in a timely manner. A Notification of Disruption to Studies is for serious and unavoidable disruption, not for poor time management.

Requests for an extension made within one week of the due date, or after the due date will only be granted if warranted by the circumstances and supported by appropriate documentation (see the Disruption to Studies Supporting Evidence Schedule link above).

Assessments submitted after the deadline, regardless of the reason, will be marked and returned at a date determined by the unit convener. Note also that extensions cannot continue beyond the start of the following semester, and students should be aware that long extensions may impact graduation dates.

Late Submissions Policy

Late submissions will attract a penalty of **5% per day for each day it is late** after the due date. This includes Saturdays and Sundays. Assessments submitted after the return of marked materials will not be marked.

All information on assessment including the marking criteria will be available via iLearn.

University Policy on Grading

Academic Senate has a set of guidelines for the achievement of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised

numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive.

For more information please refer to the Macquarie University Assessment Policy. http://www.mq.edu.au/policy/docs/assessment/schedule_1.html

Assessment Tasks

Name	Weighting	Hurdle	Due
CMC Annotated Bibliography	40%	No	5PM, 05/04/2017
Social Media Comms Report	40%	No	5PM, 10-05-2017
Reflective Blog Post	20%	No	5PM, 31-05-2017

CMC Annotated Bibliography

Due: **5PM, 05/04/2017**
Weighting: **40%**

You will write a set of five annotations summarising and evaluating a set of articles that examine foundational concepts in sociolinguistics, discourse analysis, and CMC research.

Length: 1500 words

On successful completion you will be able to:

- Show an understanding of, and a critical approach to, the sociolinguistic theories used to explain and investigate online communication.
- Critically analyse academic material and deliver presentations of their findings.

Social Media Comms Report

Due: **5PM, 10-05-2017**
Weighting: **40%**

You will write a report evaluating the social media activities of an Organisation, Business, or Political Entity across a specified period of time. As part of your report, you will consider the linguistic features of at least three examples of relevant CMC. You should also consider how each genre is manipulated to communicate a specific message at specific points in time, and which digital literacy skills are required to comprehend these materials. The report must consider at least three of the CMC genres considered in the unit, i.e. Tweet, Email, Blog, or Meme, and all CMC texts must be publicly available.

Length: 1500 words

On successful completion you will be able to:
- Communicate theories of and practice in online community engagement to appropriate audiences, in both academic writing and social network modes i.e. via Text, Tweet, Blog, and Meme.
- Demonstrate an insight into the historical patterns of linguistic innovation and change and how these patterns are evidenced in online communication.
- Analyse and apply effective strategies relevant to online community engagement.

Reflective Blog Post

Due: **5PM, 31-05-2017**
Weighting: **20%**

You will write a reflective blog post discussing what you learned about the language of social media, and how you propose to apply this new knowledge. Your post is expected to incorporate the typical features of the blog genre, and to use a style appropriate for reflective writing.

Length: 500 words

On successful completion you will be able to:
- Communicate theories of and practice in online community engagement to appropriate audiences, in both academic writing and social network modes i.e. via Text, Tweet, Blog, and Meme.
- Analyse and apply effective strategies relevant to online community engagement.

Delivery and Resources

Attendance

Students are expected to attend and participate in all classes. While attendance is not mandated at lectures, you are expected to attend tutorials. Tutors will keep a record of attendance at tutorials.

Tutorials begin in Week 2.

Readings and Other materials

There is no set textbook for LING248. Instead we will be using unit readings available through the university library home page http://www.mq.edu.au/about/campus-services-and-facilities/library

Referencing for Assessments

Please note that all assessable submissions to LING248 require that version 6 of the APA referencing scheme is used. For more information on the APA v.6 Referencing Scheme, please see http://www.apastyle.org/manual/index.aspx

For answers to common questions about the APA v.6 Referencing Scheme, please see:

http://www.apastyle.org/learn/faqs/index.aspx

Unit Schedule

To be advised.

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_2016.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 (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration

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.

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

- Communicate theories of and practice in online community engagement to appropriate audiences, in both academic writing and social network modes i.e. via Text, Tweet, Blog, and Meme.
- Demonstrate an insight into the historical patterns of linguistic innovation and change and how these patterns are evidenced in online communication.
- Analyse and apply effective strategies relevant to online community engagement.
- Critically analyse academic material and deliver presentations of their findings.

Assessment tasks

- CMC Annotated Bibliography
- Social Media Comms Report
- Reflective Blog Post

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

- Show an understanding of, and a critical approach to, the sociolinguistic theories used to explain and investigate online communication.

- Analyse and apply effective strategies relevant to online community engagement.

- Critically analyse academic material and deliver presentations of their findings.

Assessment tasks

- CMC Annotated Bibliography

- Social Media Comms Report

- Reflective Blog Post

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

- Communicate theories of and practice in online community engagement to appropriate audiences, in both academic writing and social network modes i.e. via Text, Tweet, Blog, and Meme.

- Show an understanding of, and a critical approach to, the sociolinguistic theories used to explain and investigate online communication.

- Demonstrate an insight into the historical patterns of linguistic innovation and change and how these patterns are evidenced in online communication.

- Analyse and apply effective strategies relevant to online community engagement.

- Critically analyse academic material and deliver presentations of their findings.

Assessment tasks

- CMC Annotated Bibliography
- Social Media Comms Report
- Reflective Blog Post

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

- Demonstrate an insight into the historical patterns of linguistic innovation and change and how these patterns are evidenced in online communication.
- Analyse and apply effective strategies relevant to online community engagement.

Assessment tasks

- Social Media Comms Report
- Reflective Blog Post

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

- Communicate theories of and practice in online community engagement to appropriate audiences, in both academic writing and social network modes i.e. via Text, Tweet, Blog, and Meme.
- Demonstrate an insight into the historical patterns of linguistic innovation and change and how these patterns are evidenced in online communication.
- Analyse and apply effective strategies relevant to online community engagement.
- Critically analyse academic material and deliver presentations of their findings.

Assessment tasks

- CMC Annotated Bibliography
- Social Media Comms Report
- Reflective Blog Post

Changes from Previous Offering

The 2017 assessment schedule sees the 2016 assessments- a quiz, a research report, and a tutorial presentation activity requiring students to create a set of Computer Mediated Communication (CMC) texts (tweet, email, blog, and meme) and then present an analysis of this set to the class as an individual presentation- replaced with an Annotated Bibliography, an Information Report, and a Reflective Blog post.