EDIT600

Communication, Publishing and Editing

S1 External 2017

Dept of Linguistics

Contents

General Information

Unit convenor and teaching staff
Unit Convenor
Adam Smith
adam.smith@mq.edu.au
Contact via adam.smith@mq.edu.au

Margaret Wood
margaret.wood@mq.edu.au

Credit points
4

Prerequisites
Admission to GradCertEditElecPub

Corequisites

Co-badged status

Unit description
This online unit aims to familiarise students with the myriad forms of communication, on- and off-line, so that they become critical receivers and effective producers, for any media they are working in. It cultivates awareness of the language of public, social and private communication, and raises questions about the thresholds of publishing in the twenty-first century. It examines the interplay between verbal communication and other visual, graphic and physical elements in specific contexts, such as exhibitions and in subtitling. Some assignments are collaborative. All are designed to develop individual skills in communication, to prepare for further training in professional editing in the Graduate Certificate in Editing and Electronic Publishing, and to substitute for the one-year's previous experience of editing which has hitherto been required.

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:

> Enriched understanding of the spectrum of communication media: spoken, written, electronic, contextual etc.

Critical awareness of more and less effective communication through the various media available.

Ability to apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts

Recognition of the impacts of communication and the thresholds of publishing

Ability to collaborate with others in communication projects

Application of communication expertise in editing students' own work and that of their peers

Assessment Tasks

Name	Weighting	Hurdle	Due
Language and medium quiz	10%	No	17/03/17
Sociology of the digital media	30%	No	9/04/17
Event planning project	20%	No	14/05/17
Multimedia communication	40%	No	16/06/17

Language and medium quiz

Due: **17/03/17**
Weighting: **10%**

You will be presented with 5 samples of language/discourse drawn from different media. You will be asked to identify the medium in each case, and explain why you associate each sample with it.

On successful completion you will be able to:

- Enriched understanding of the spectrum of communication media: spoken, written, electronic, contextual etc.

Sociology of the digital media

Due: **9/04/17**
Weighting: **30%**

Two stimulus readings will be provided for this discussion, highlighting some of the social aspects of communicating via digital media, and those who access and use them. Your task is to extract an issue on which the articles either converge of diverge and present it in a summary for discussion, and to respond to others' chosen issues.

On successful completion you will be able to:

- Enriched understanding of the spectrum of communication media: spoken, written, electronic, contextual etc.
- Critical awareness of more and less effective communication through the various media available.
- Ability to apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts
- Recognition of the impacts of communication and the thresholds of publishing
- Application of communication expertise in editing students' own work and that of their peers

Event planning project

Due: **14/05/17**
Weighting: **20%**

In this assignment, you'll work as in teams in planning and publicising the events of a conference (on a topic to be decided by the group).   Each team member would take on a particular role, encompassing elements such as overview of the venue(s), events and logistics; designing flyer/ poster publicity; designing online publicity; creation of local signage for conference participants. Within your groups you would decide on the location, timing etc. of the conference, work out the overall theme(s) within the topic; develop the style of publicity, and how to develop the publicity content for different media.

On successful completion you will be able to:

- Critical awareness of more and less effective communication through the various media available.
- Ability to apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts
- Ability to collaborate with others in communication projects
- Application of communication expertise in editing students' own work and that of their peers

Multimedia communication

Due: **16/06/17**
Weighting: **40%**

This assignment is intended as a platform on which you offer a discriminating analysis (of around 2500 words) of the demands and applications of the various media discussed in the course, and their utility and value in relation to communicating and/or publishing a particular topic (of your own choosing) for a particular audience.

On successful completion you will be able to:
- Enriched understanding of the spectrum of communication media: spoken, written, electronic, contextual etc.
- Critical awareness of more and less effective communication through the various media available.
- Recognition of the impacts of communication and the thresholds of publishing
- Application of communication expertise in editing students' own work and that of their peers

Delivery and Resources

Students will require Internet access with a reliable web browser and e-mail facility, and must be able to play back recorded lectures (audio only).

Unit Schedule

Week 1:   From conversation to mass communication

Week 2:   Language and communicative style

Week 3:   Publishing text in a single medium

Week 4:   Individual, group and sequential authorship

Week 5:   Individual, mass and specialised audiences

Week 6:   Signage and interpretation of exhibitions

Week 7:   Printed ephemera

Week 8:   The multimedia website

Week 9:   Captions, captioning and subtitling

Week 10:   Access to multimedia for the sight- and hearing-impaired

Week 11:   Editing apps, ebooks and emags

Week 12:   Editors and multimedia communication

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.a

u/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

- Critical awareness of more and less effective communication through the various media available.
- Ability to apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts
- Ability to collaborate with others in communication projects

Assessment tasks

- Sociology of the digital media
- Event planning project
- Multimedia communication

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

- Enriched understanding of the spectrum of communication media: spoken, written, electronic, contextual etc.
- Ability to apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts
- Recognition of the impacts of communication and the thresholds of publishing
- Ability to collaborate with others in communication projects
- Application of communication expertise in editing students' own work and that of their peers

Assessment tasks

- Language and medium quiz
- Sociology of the digital media
- Event planning project
- Multimedia communication

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 outcome

- Recognition of the impacts of communication and the thresholds of publishing

Assessment tasks

- Sociology of the digital media
- Multimedia communication

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

- Enriched understanding of the spectrum of communication media: spoken, written, electronic, contextual etc.
- Critical awareness of more and less effective communication through the various media available.
- Ability to apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts
- Recognition of the impacts of communication and the thresholds of publishing

- Ability to collaborate with others in communication projects

- Application of communication expertise in editing students' own work and that of their peers

Assessment tasks

- Language and medium quiz

- Sociology of the digital media

- Event planning project

- Multimedia communication

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

- Critical awareness of more and less effective communication through the various media available.

- Recognition of the impacts of communication and the thresholds of publishing

- Ability to collaborate with others in communication projects

- Application of communication expertise in editing students' own work and that of their peers

Assessment tasks

- Sociology of the digital media

- Event planning project

- Multimedia communication

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

- Critical awareness of more and less effective communication through the various media available.
- Ability to apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts
- Ability to collaborate with others in communication projects

Assessment tasks

- Sociology of the digital media
- Event planning project
- Multimedia communication

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

- Enriched understanding of the spectrum of communication media: spoken, written, electronic, contextual etc.
- Ability to collaborate with others in communication projects
- Application of communication expertise in editing students' own work and that of their peers

Assessment tasks

- Language and medium quiz
- Sociology of the digital media
- Event planning project
- Multimedia communication

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

- Recognition of the impacts of communication and the thresholds of publishing
- Ability to collaborate with others in communication projects

Assessment tasks

- Sociology of the digital media
- Event planning project
- Multimedia communication

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 outcomes

- Recognition of the impacts of communication and the thresholds of publishing
- Ability to collaborate with others in communication projects

Assessment tasks

- Sociology of the digital media
- Event planning project
- Multimedia communication