



# MECO800

## International Discourse

S2 Day 2017

*Department of Media, Music, Communication and Cultural Studies*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Maya Ranganathan

[maya.ranganathan@mq.edu.au](mailto:maya.ranganathan@mq.edu.au)

Contact via [maya.ranganathan@mq.edu.au](mailto:maya.ranganathan@mq.edu.au)

Y3A 156

TBA on ilearn page

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:

Understand 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

Late submissions

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.

All written assessments are to be uploaded in Turnitin at least 5 minutes ahead of the time due on the due date. Kindly wait for acknowledgement of upload. Submissions by email will not be entertained. In case of technical error, please email a screenshot with a copy of the essay to the lecturer asap.

All marks will be made available on ilearn grades a fortnight-3 weeks after submission.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Design a research plan</a>	40%	No	4 September, 5 p.m
<a href="#">Part A: Abstract</a>	20%	No	9th October, 5 p.m
<a href="#">Part B: Research Method</a>	30%	No	6 November, 5 p.m
<a href="#">Active participation</a>	10%	No	Week 1-10

### Design a research plan

Due: **4 September, 5 p.m**

Weighting: **40%**

In not more than 1000 words, **draw up a research plan to investigate any one** of the issues listed below. Choose a methodology taught in the unit and establish its appropriateness. The assessment involves identifying the theoretical/conceptual framework, justifying the methodology and detailing the method as applicable to the study of the issue. (Note: 'methodology' refers to approach and method, including details of data collection). You are not required to conduct the study or report findings.

#### 1. Political polarization

According to a 2014 Pew Research Center when it comes to political affiliation, the United States is more divided than at any time in the last 20 years. The Australian Election Studies 2016

revealed that Australians are becoming more polarised in their political. Similar studies in other democracies have established that political polarisation is increasing in the age of social media. **Draw up a design to investigate how the changing face of the media has played a role in this increasing political polarization.** (For example, you might consider how particular TV news channel's biases affect viewers' voting choices, or how the release of political news stories on social media shapes viewers' perceptions of the facts. An important point to note is the relationship between mainstream and social media.)

## 2. Diasporic belongingness

Myria Georgiou (2013: 80-99)\* argues that media must be understood as spaces where minorities increasingly communicate interests, make claims and mobilize identities. While living in western nations, they also sustain political and cultural connections across boundaries, largely through the media. The ubiquitousness of transnational television however calls into question the nature of representations. Catering as they are to broad categories transnational television tend to homogenise populations. **Draw up a design to investigate whether transnational television enhance diasporic belongingness or challenge it.**

\*Georgiou, Myria, 2013, 'Diaspora in the Digital Era: Minorities and Media Representation,' Journal on Ethnopolitics and Minority Issues in Europe, Vol 12, No 4, pp.80-99.

## 3. Symbols of global culture

Contrary to popular belief that 'global culture' has resulted from gradual spontaneous processes that depended solely on technological innovations - increased international trade, global mass communications, jet travel, recent studies show that the processes are anything but spontaneous. 'Global culture' is now seen as a result of tremendous investments of time, energy and money by transnational corporations. The common theme of transnational culture is 'consumption'. As advertising expresses this ideology of consumption in its most synthetic and visual form, **devise a research design to identify and understand the symbols of transnational culture employed in transnational advertisements.** (Examples of some symbols of transnational culture - automobiles, advertising, supermarkets, shopping centers, hotels, fast food chains, credit cards, and Hollywood movies. They are used to indicate themes such as happiness, youth, success, status, luxury, fashion, and beauty.)

On successful completion you will be able to:

- 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

## Part A: Abstract

Due: **9th October, 5 p.m**

Weighting: **20%**

In not more than 500 words, submit an abstract for a research paper on an issue of significance in the disciplinary areas of communication and media studies. The topic must be **new** and **contemporary**. Events related to the topic must preferably be on-going and should NOT have occurred earlier than January 2016. 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 submission made online on Turnitin must contain 1. Title/research question 2. The abstract must describe the topic and significance briefly and mention of methodology and 3. contain a comprehensive Bibliography. (A good starting point will be to familiarise oneself with the structure of academic journal articles in the field).

Please choose an appropriate methodology as you will be required to flesh it out in Part B.

It will be assessed based on the following criteria:

**Research viability**

**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.**

Please note that a 'F' in this assessment will require the changing of the topic in consultation with the Convenor for Part B. Re-submission of Part A will not be possible; however, students with the approval from the Convenor can work on a fresh topic for Part B.

On successful completion you will be able to:

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## Part B: Research Method

Due: **6 November, 5 p.m**

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. 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. (DO NOT REPEAT THE METHOD that you had opted for in the earlier assessment). This assessment does not require application of the method. It must however contain all details of the method, including details of how it could be applied. 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 and a timeline.

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.

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## Active participation

Due: **Week 1-10**

Weighting: **10%**

The two hour weekly seminars will involve a range of activities designed to explore the academic research process and methods. Students' participation will be graded on the level of engagement witnessed in the seminars. They include participation in discussions facilitated by the lecturer, general questions asked during the seminar hours and involvement in set activities. Participation is expected to be well considered and relevant to the unit of study. Rubrics in ilearn.

On successful completion you will be able to:

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## Delivery and Resources

Students are to check ilearn and their student email account regularly. All details pertaining to the weekly lectures, class activities and assessment tasks will be made available only on ilearn.

## Unit Schedule

<b>Week 1</b>	<p>Introduction to academic research and the unit content and requirements</p> <p>Seminar hours devoted to understanding the significance of academic research</p>
<b>Week 2</b>	<p>Difference between quantitative and qualitative research methods and their applicability to understand contemporary communication issues.</p> <p>The academic research process will be discussed in the seminar hours.</p>
<b>Week 3</b>	<p>Semiotic analysis</p> <p>Group exercises on semiotic analysis in communication studies in the seminar hours.</p>
<b>Week 4</b>	<p>Marxist analysis</p> <p>Discussions in the seminar hours on Marxist approach to understand issues relating to power</p>
<b>Week 5</b>	<p>Critical Discourse Analysis</p> <p>Seminar hours will deal with Fairclough's exposition of CDA</p>
<b>Week 6</b>	<p>Critical Discourse Analysis</p> <p>Multi-modal analysis and new media research</p> <p>Exercises in the seminar hours on ways in which new media content pose challenges to academic research and means to overcome them.</p>
<b>Week 7</b>	<p>Library workshop on 'generating ideas for research'. Attendance is compulsory.</p>
	<b>RECESS</b>
<b>Week 8</b>	<p>Discussion in the seminar hour on significant research issues and coming up with a research idea.</p>
<b>Week 9</b>	<p>Interpreting qualitative data</p> <p>Exercises on interpreting data based on a theoretical and methodological framework</p>
<b>Week 10</b>	<p>Writing the research proposal</p>

<b>Week 11</b>	No lectures or tutorials Time to work on research essay. Appointments may be sought with convenor to discuss project
<b>Week 12</b>	No lectures or tutorials Working on research essay. Appointments may be sought with convenor to discuss project
<b>Week 13</b>	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](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](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](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](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/](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](http://ask.mq.edu.au).

## Additional information

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/departments\\_of\\_media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/)

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167>



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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://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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

- Part A: Abstract
- Part B: Research Method
- Active 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

- Understand 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

### Assessment tasks

- Design a research plan
- Part A: Abstract
- Part B: Research Method
- Active participation

## 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:

## Learning outcomes

- Understand 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

## Assessment tasks

- Design a research plan
- Part A: Abstract
- Part B: Research Method
- Active 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

- Design a research plan
- Part B: Research Method

## 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**

- Understand and design project proposals relating to contemporary media within relevant conceptual and theoretical frameworks
- 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**

- Design a research plan
- Part A: Abstract
- Part B: Research Method
- Active 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**

- Understand 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**

- Part B: Research Method
- Active participation

## **Changes from Previous Offering**

Assessments have been changed.

With the change in unit delivery to 2-hour seminars, lectures will move online. Students are

expected to access materials posted online in ilearn prior to attending the seminars. This will be in addition to the Readings prescribed for the week.