



EDIT6000

Communication, Publishing and Editing

Session 2, Fully online/virtual 2020

Department of Linguistics

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Margaret Wood

margaret.wood@mq.edu.au

Convenor

Adam Smith

adam.smith@mq.edu.au

Contact via email

Credit points

10

Prerequisites

Admission to GradCertEditElecPub or MAccComm

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:

ULO1: Demonstrate knowledge of the spectrum of communication media: spoken, written, electronic, contextual etc.

ULO2: Critically analyse more and less effective communication through the various media available

ULO3: Apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts

ULO4: Evaluate changes in the way that we publish things and the effect they have on their audience

ULO5: Develop effective communication projects in collaboration with others.

ULO6: Apply communication expertise in editing students' own work and that of their peers

General Assessment Information

Late assignments The policy regarding late assignments has now been standardised across postgraduate Linguistics units.

- Late submissions without an extension will receive a penalty of 5% of the total mark available for the assignment per day
- Late submission of an assignment without an extension will not be permitted after marks have been released to the rest of the class.
- Extensions will only be given in special circumstances, and can be requested by completing the Special Consideration request at ask.mq.edu.au and providing the requisite supporting documentation.
- For more information on Special Consideration, see the university website <https://student.s.mq.edu.au/study/my-study-program/special-consideration>
- Assignments submitted after the deadline, regardless of the reason, will be marked and returned at a date determined by the unit convenor.

Extensions cannot continue beyond the start of the following semester, and students should be aware that long extensions may impact graduation dates.

Academic Honesty

As a good student, you are responsible for ensuring academic integrity practices are followed at all times. Your first step is to read the University's Academic Honesty Policy, and make sure you know what constitutes good practice. Then make sure you know how to reference and cite correctly. There are other practices we need to consider, and one of these is the potential for collusion.

Informal study groups are encouraged as a good way to assist your learning, but please remember that all your independently assessed assignments must be totally independently completed. Unless you are doing a group project where each member contributes to producing one piece of work, for which you get the one mark, using part or all of someone else's work constitutes collusion and breaches the University's Academic Honesty policy.

Do not collude with any other student by selling, giving, lending, explaining or showing all or parts of your independently assessed work/answers/past or current assignments, and do not ask to buy, borrow, see and use all or parts of the work of another student.

Do not reuse any work you have presented for assessment in this or another unit. This will activate a turnitin alert.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Language and Medium Quiz</u>	10%	No	Week 2
<u>Sociology of the digital medium, online discussion</u>	30%	No	Week 6
<u>Event planning project</u>	20%	No	Week 9
<u>Essay on multimedia communication</u>	40%	No	Week 13

Language and Medium Quiz

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 5 hours

Due: **Week 2**

Weighting: **10%**

Identification of features within different texts that mark them as formal/informal; print/online etc.

On successful completion you will be able to:

- Demonstrate knowledge of the spectrum of communication media: spoken, written, electronic, contextual etc.
- Evaluate changes in the way that we publish things and the effect they have on their audience

Sociology of the digital medium, online discussion

Assessment Type ¹: Debate

Indicative Time on Task ²: 15 hours

Due: **Week 6**

Weighting: **30%**

Students present arguments, based on provided stimulus articles, on the social effects of digital communication.

On successful completion you will be able to:

- Demonstrate knowledge of the spectrum of communication media: spoken, written,

electronic, contextual etc.

- Critically analyse more and less effective communication through the various media available
- Apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts
- Apply communication expertise in editing students' own work and that of their peers

Event planning project

Assessment Type ¹: Project

Indicative Time on Task ²: 10 hours

Due: **Week 9**

Weighting: **20%**

Students assess the range and content of documentation needed for a particular event, as part of a project group.

On successful completion you will be able to:

- Demonstrate knowledge of the spectrum of communication media: spoken, written, electronic, contextual etc.
- Critically analyse more and less effective communication through the various media available
- Apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts
- Develop effective communication projects in collaboration with others.
- Apply communication expertise in editing students' own work and that of their peers

Essay on multimedia communication

Assessment Type ¹: Essay

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **40%**

Students assess the content and functions of existing publications in different modes, and outline plans for another publication based on the same content, but using multimedia for a specific purpose.

On successful completion you will be able to:

- Demonstrate knowledge of the spectrum of communication media: spoken, written, electronic, contextual etc.
- Critically analyse more and less effective communication through the various media

available

- Apply skills in communicating through alternative media, and integrating communication through multiple media in specific contexts
 - Evaluate changes in the way that we publish things and the effect they have on their audience
 - Apply communication expertise in editing students' own work and that of their peers
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¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

All lectures and tutorials will be available online.

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](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-centr) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-centr>)

al). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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

If you are a Global MBA student contact globalmba.support@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.