



APPL8010

Genre, Discourse and Multimodality

Session 2, Weekday attendance, North Ryde 2021

Department of Linguistics

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Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

General Information

Unit convenor and teaching staff

Unit Convenor

Philip Chappell

philip.chappell@mq.edu.au

12 Second Way Room 513

By appointment

Credit points

10

Prerequisites

Admission to MAppLing or MAppLingTESOL or MTransInterMAppLingTESOL or MAccComm

Corequisites

Co-badged status

Unit description

This unit is concerned with the study of human communication from a social-semiotic perspective. It includes the study of the philosophical and practical differences between different schools of genre in applied linguistics; context-related patterns of communication in language and other semiotic systems (such as gesture, image, and layout); and the ways in which such patterns occur across semiotic systems and are systematically related. Multimodal communication in sites of practice such as educational, media, and professional contexts is explored and analysed from a coherent theoretical perspective.

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: apply knowledge and understanding of the notions of genre, discourse, and multimodality to a consideration of communicative practices in a specific social context

ULO2: analyse texts by applying knowledge of commonly occurring genres in educational and other contexts

ULO3: analyse patterns of meaning across different semiotic systems (e.g. language, image, layout) in specific communicative contexts

ULO4: apply knowledge of social semiotic theory to identify systematic relationships between social context and discourse

ULO5: analyse the semiotic systems involved in specific acts of communication

ULO6: explain the relations between specific acts of communication and the contexts in which they occur

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Online discussions</u>	5%	No	Ongoing
<u>Essay</u>	45%	No	26 September 2021
<u>Multimodal Analysis and Commentary</u>	50%	No	7 November 2021

Online discussions

Assessment Type **1**: Participatory task

Indicative Time on Task **2**: 6 hours

Due: **Ongoing**

Weighting: **5%**

Participation in scheduled online discussions

On successful completion you will be able to:

- apply knowledge and understanding of the notions of genre, discourse, and multimodality to a consideration of communicative practices in a specific social context
- analyse texts by applying knowledge of commonly occurring genres in educational and other contexts
- analyse patterns of meaning across different semiotic systems (e.g. language, image, layout) in specific communicative contexts
- apply knowledge of social semiotic theory to identify systematic relationships between social context and discourse
- analyse the semiotic systems involved in specific acts of communication
- explain the relations between specific acts of communication and the contexts in which they occur

Essay

Assessment Type **1**: Essay

Indicative Time on Task **2**: 35 hours

Due: **26 September 2021**

Weighting: **45%**

Essay on multimodality, genre and discourse with discussion of specific context

On successful completion you will be able to:

- apply knowledge and understanding of the notions of genre, discourse, and multimodality to a consideration of communicative practices in a specific social context
- analyse texts by applying knowledge of commonly occurring genres in educational and other contexts
- analyse patterns of meaning across different semiotic systems (e.g. language, image, layout) in specific communicative contexts
- apply knowledge of social semiotic theory to identify systematic relationships between social context and discourse
- analyse the semiotic systems involved in specific acts of communication
- explain the relations between specific acts of communication and the contexts in which they occur

Multimodal Analysis and Commentary

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 42 hours

Due: **7 November 2021**

Weighting: **50%**

Analysis a multimodal text and write a commentary, 2,500 words

On successful completion you will be able to:

- apply knowledge and understanding of the notions of genre, discourse, and multimodality to a consideration of communicative practices in a specific social context
- analyse texts by applying knowledge of commonly occurring genres in educational and other contexts
- analyse patterns of meaning across different semiotic systems (e.g. language, image, layout) in specific communicative contexts
- apply knowledge of social semiotic theory to identify systematic relationships between social context and discourse
- analyse the semiotic systems involved in specific acts of communication
- explain the relations between specific acts of communication and the contexts in which they occur

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

Face-to-face seminars, two hours duration, each week of session. Seminars are recorded for students enrolled by distance. There are also online course notes with accompanying learning activities available to all students.

Unit Schedule

This unit begins with a consideration of genre. Then we turn to exploring discourse. After that, we consider multimodality. The detailed schedule is available on iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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

Requesting an extension to assignment due date

On occasion, you may be in a situation when you aren't able to submit an assessment task on time. Extensions are only given in special circumstances, by completing a Special Consideration request. For more information on Special Consideration, see <https://students.mq.edu.au/study/my-study-program/special-consideration>

Late submission of assignments

If you haven't been approved for an extension and you submit your assessment task late, penalties are applied. You should consult your unit convenor if you are in this position. Late submissions will receive a 5% per day penalty. If you submit the assessment task 10 days or more beyond the due date, without an approved extension, you will be awarded a maximum of 50% of the overall assessment marks. Weekends and public holidays are included. `

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.