EDIT6000

Communication, Publishing and Editing

Session 2, Fully online/virtual 2021

Department of Linguistics

Contents

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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
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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

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.

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
Language and Medium Quiz	10%	No	Week 2
Sociology of the digital medium, online discussion	30%	No	Week 6
Event planning project	20%	No	Week 9
Essay on multimedia communication	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://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). 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) 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

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.