EDIT6000

Communication, Publishing and Editing

Session 2, Online-flexible 2022

Department of Linguistics

Contents

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General Information

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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

General assessment Information

Grade descriptors and other information concerning grading are contained in the Macquarie University Assessment Policy.

All final grades are determined by a grading committee, in accordance with the Macquarie University Assessment Policy, and are not the sole responsibility of the Unit Convenor.

Students will be awarded a final grade and a mark which must correspond to the grade descriptors specified in the Assessment Procedure (clause 128).

To pass this unit, you must demonstrate sufficient evidence of achievement of the learning outcomes, meet any ungraded requirements, and achieve a final mark of 50 or better.

Further details for each assessment task will be available on iLearn.

Late Submissions

Unless a Special Consideration request has been submitted and approved, a 5% penalty (OF THE TOTAL POSSIBLE MARK) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For example:

Number of days (hours) late	Total Possible Marks	Deduction	Raw mark	Final mark
1 day (1-24 hours)	100	5	75	70
2 days (24-48 hours)	100	10	75	65

3 days (48-72 hours)	100	15	75	60
7 days (144-168 hours)	100	35	75	40
>7 days (>168 hours)	100	-	75	0

Late submission of time sensitive tasks, such as timetabled tests/exams, scheduled performance assessments/presentations, scheduled practical assessments/labs, will be addressed by the unit convenor in a Special consideration application.

Special Consideration

If you are unable to complete an assessment task on or by the specified date due circumstances that are unexpected, unavoidable, significantly disruptive and beyond your control, you may apply for special consideration in accordance with the special consideration policy. Applications for special consideration must be supported by appropriate evidence and submitted via ask.mq.edu.au.

Assessment Tasks

Name	Weighting	Hurdle	Due
Language and Medium Quiz	10%	No	07/08/22
Event planning project	20%	No	09/10/22
Sociology of the digital medium, online discussion	30%	No	11/09/22
Essay on multimedia communication	40%	No	06/11/22

Language and Medium Quiz

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 5 hours
Due: **07/08/22**
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

Event planning project

Assessment Type [1]: Project
Indicative Time on Task [2]: 10 hours
Due: **09/10/22**
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

Sociology of the digital medium, online discussion

Assessment Type [1]: Debate
Indicative Time on Task [2]: 15 hours
Due: **11/09/22**
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

Essay on multimedia communication

Assessment Type [1]: Essay

Indicative Time on Task [2]: 20 hours
Due: **06/11/22**
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
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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

As a student enrolled in this unit, you will engage in a range of online learning activities, including lectures, readings and quizzes. Details can be found on the iLearn site for this unit.

Recommended Readings

There are no textbooks for this unit. The Leganto Reading list provides a set of recommended resources for the unit as well as weekly readings.

Technology Used

Active participation in the learning activities throughout the unit will require students to have access to a tablet, laptop or similar device. Students who do not own their own laptop computer may borrow one from the university library.

Unit Schedule

Week 1 (25.7)	From conversation to mass communication	
Week 2 (1.8)	Language and communicative style *Quiz due (7.8)*	
Week 3 (8.8)	Publishing text in a single medium	*Assessable discussion starts*
Week 4 (15.8)	Individual, group and sequential authorship	
Week 5 (22.8)	Individual, mass and specialised audiences	
Week 6 (29.8)	Signage and interpretation of exhibitions	
Week 7 (5.9)	Printed ephemera *Assessable discussion ends (11.9)*	
	Semester break	
Week 8 (26.9)	The multimedia website	
Week 9 (3.10)	Captions, captioning and subtitling	*Event planning assessment due (9.10)*
Week 10 (10.10)	Access to multimedia for the sight- and hearing-impaired	
Week 11 (17.10)	Editing apps, ebooks and emags	
Week 12 (24.10)	Editors and multimedia communication *Final assignment due (6.11)*	

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
- Assessment Procedure
- Complaints Resolution 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

Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the 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

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study
- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual assault
- Social support including information about finances, tenancy and legal issues

Student Enquiries

Got a question? Ask us via AskMQ, or contact Service Connect.

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.

Inclusion and Diversity

Social inclusion at Macquarie University is about giving everyone who has the potential to benefit from higher education the opportunity to study at university, participate in campus life and flourish in their chosen field. The University has made significant moves to promote an equitable, diverse and exciting campus community for the benefit of staff and students. It is your responsibility to contribute towards the development of an inclusive culture and practice in the areas of learning and teaching, research, and service orientation and delivery. As a member of the Macquarie University community, you must not discriminate against or harass others based on their sex, gender, race, marital status, carers' responsibilities, disability, sexual orientation, age, political conviction or religious belief. All staff and students are expected to display appropriate behaviour that is conducive to a healthy learning environment for everyone.

Professionalism

In the Faculty of Medicine, Health and Human Sciences, professionalism is a key capability embedded in all our courses.

As part of developing professionalism, students are expected to attend all small group interactive sessions including clinical, practical, laboratory, work-integrated learning (e.g., PACE placements), and team-based learning activities. Some learning activities are recorded (e.g., face-to-face lectures), however you are encouraged to avoid relying upon such material as they do not recreate the whole learning experience and technical issues can and do occur. As an adult learner, we respect your decision to choose how you engage with your learning, but we

would remind you that the learning opportunities we create for you have been done so to enable your success, and that by not engaging you may impact your ability to successfully complete this unit. We equally expect that you show respect for the academic staff who have worked hard to develop meaningful activities and prioritise your learning by communicating with them in advance if you are unable to attend a small group interactive session.

Another dimension of professionalism is having respect for your peers. It is the right of every student to learn in an environment that is free of disruption and distraction. Please arrive to all learning activities on time, and if you are unavoidably detained, please join activity as quietly as possible to minimise disruption. Phones and other electronic devices that produce noise and other distractions must be turned off prior to entering class. Where your own device (e.g., laptop) is being used for class-related activities, you are asked to close down all other applications to avoid distraction to you and others. Please treat your fellow students with the utmost respect. If you are uncomfortable participating in any specific activity, please let the relevant academic know.