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**Disclaimer**

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General Information

Unit convenor and teaching staff
Unit Convenor
Philip Chappell
philip.chappell@mq.edu.au
Contact via email
12 Second Way Room 513
By appointment

Unit Convenor
Maria Herke
maria.herke@mq.edu.au
Contact via email
12 Second Way Level 5
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

<table>
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<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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<tr>
<td>Essay</td>
<td>45%</td>
<td>No</td>
<td>End second week of mid-session recess</td>
</tr>
<tr>
<td>Online discussions</td>
<td>5%</td>
<td>No</td>
<td>ongoing</td>
</tr>
<tr>
<td>Multimodal Analysis and Commentary</td>
<td>50%</td>
<td>No</td>
<td>Week 13</td>
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Essay

Assessment Type: Essay
Indicative Time on Task: 35 hours
Due: End second week of mid-session recess
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
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

Multimodal Analysis and Commentary
Assessment Type 1: Case study/analysis
Indicative Time on Task 2: 42 hours
Due: Week 13
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**

The unit is delivered face-to-face for internal students, with one weekly seminar. See <https://timetable.s.mq.edu.au> for more information. All resources are online apart from the required and recommended text books, which need to be bought. For external students, seminars are recorded and there are weekly learning tasks including online forum discussions to be carried out.

**Policies and Procedures**

Macquarie University policies and procedures are accessible from <https://policies.s.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 <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.

**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/

**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**
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.