



APPL8010

Genre, Discourse and Multimodality

Session 2, Online-flexible 2022

Department of Linguistics

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General Information

Unit convenor and teaching staff

Unit Convenor

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Contact via email

12 Second Way Room 513

By appointment

Unit Convenor

Maria Herke

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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

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

Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 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

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

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 timetable.smq.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 [Policy Central \(https://policies.smq.edu.au\)](https://policies.smq.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 \(https://students.smq.edu.au/support/study/policies\)](https://students.smq.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

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](#)

- [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.