



INTS2002

Strategic Communication and Cultural Narratives

Session 2, In person-scheduled-weekday, North Ryde 2026

School of International Studies

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General Information

Unit convenor and teaching staff

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Credit points

10

Prerequisites

40cp at 1000 level or above

Corequisites

Co-badged status

Unit description

How do we understand ourselves through the stories we tell about ourselves? How do we understand others through the stories we do and don't tell about them? This unit offers students a rich grounding in concepts and tools that will allow them to communicate thoughtfully, strategically, and effectively across cultural, institutional, and digital boundaries. By critically examining representation, misinformation, cultural exchange, and the impact of technology on narrative form, students engage with the ethics of storytelling and identity construction. They learn how meaning is shaped and contested, and how communication strategies adapt and evolve to across cultural norms and shifting platforms. The unit investigates how media and storytelling influence public, corporate, and civic discourse, and how communication can be used to negotiate values and mediate conflict. Emerging technologies like generative AI are introduced as cultural artefacts embedded in systems of power and bias and innovation. Students experiment with digital platforms and AI tools, reflecting on ethical use and implications for messaging. Through workshops and digital artefact creation, the unit will enable students to build competencies in cross-cultural messaging, stakeholder engagement, and adaptive storytelling, preparing them to navigate the world with cultural intelligence and persuasive impact.

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 futures thinking methodologies to anticipate emerging global narratives and

their potential impacts.

ULO2: Develop scenario-based models that explore alternative futures using interdisciplinary and diverse stakeholder perspectives.

ULO3: Evaluate the impacts of current cultural discourse and social narratives on local, intercultural, and global policy and planning.

ULO4: Design adaptive strategies that address uncertainty and complexity in global systems caused by media and frontier technology.

General Assessment Information

LATE SUBMISSION OF ASSESSMENT TASKS

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 mark of '0' (zero) 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 issue.

This late penalty will apply to non-timed sensitive assessment (including essays, reports, posters, portfolios, journals, recordings etc). Late submission of time sensitive tasks (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs etc) will only be addressed by the unit convenor in a Special consideration application. Special Consideration outcome may result in a new question or topic.

The granting of extensions is subject to the University's Special Consideration Policy. Extensions will not be granted by unit conveners or tutors, but must be lodged through Special Consideration: <https://students.mq.edu.au/study/assessment-exams/special-consideration>

GRADE APPEAL POLICY

Macquarie University operates a Grade Appeal Policy: <https://students.mq.edu.au/study/assessment-exams/appeals/grade-appeal>

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Strategic Response Plan	40%	No	Week 13	Individual	No	Open
Interactive Forum	25%	No	Week 6	Individual	No	Open
Persuasion Project	35%	No	Week 9	Individual	No	Open

Strategic Response Plan

Assessment Type ¹: Professional task

Indicative Time on Task ²: 30 hours

Due: **Week 13**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

Students develop an institutional policy proposal or strategic operating plan addressing a complex communication challenge. This task directly builds upon the contexts and insights gained from their prior assessments and course content, drawing on established communication theories and real-world case studies discussed throughout the unit. The final proposal must thoroughly analyse the problem, offer multi-layered, evidence-based solutions, and strategically address future complexities and diverse stakeholder needs.

On successful completion you will be able to:

- Apply futures thinking methodologies to anticipate emerging global narratives and their potential impacts.
- Develop scenario-based models that explore alternative futures using interdisciplinary and diverse stakeholder perspectives.
- Evaluate the impacts of current cultural discourse and social narratives on local, intercultural, and global policy and planning.
- Design adaptive strategies that address uncertainty and complexity in global systems caused by media and frontier technology.

Interactive Forum

Assessment Type ¹: Experiential task

Indicative Time on Task ²: 20 hours

Due: **Week 6**

Weighting: **25%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

Students identify a topic of interest and analyse the narratives and communicative strategies in pieces of media discussing the topic. Following this, they submit constructive, evidence-based comments on peers' posts, evaluating their analysis and strategic communication approaches in a clear, persuasive, and respectful manner.

On successful completion you will be able to:

- Apply futures thinking methodologies to anticipate emerging global narratives and their potential impacts.
- Evaluate the impacts of current cultural discourse and social narratives on local, intercultural, and global policy and planning.

Persuasion Project

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 30 hours

Due: **Week 9**

Weighting: **35%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open

Building upon the insights from the prior assessment, students design and deliver a persuasive communication pitch addressing a self-selected topic. They will apply strategic messaging, evidence-based arguments, and creative digital storytelling techniques to influence a target audience and advocate for a clear, ethical solution.

On successful completion you will be able to:

- Apply futures thinking methodologies to anticipate emerging global narratives and their potential impacts.
- Develop scenario-based models that explore alternative futures using interdisciplinary and diverse stakeholder perspectives.
- Design adaptive strategies that address uncertainty and complexity in global systems caused by media and frontier technology.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

The unit runs from weeks 1 to 12 and consists of a 2-hour lecture and a 1-hour tutorial (refer to the timetable on publish.mq.edu.au for your allocated time). Lectures are recorded and available

in Echo360 within 48 hours.

Required readings are accessible via the Leganto site through iLearn, along with other unit resources. Computer and internet access are essential — log in at <https://ilearn.mq.edu.au/>

Unit Schedule

The unit schedule is provided in INTS2002 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](#)
- [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) (<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 connect.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/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit <https://students.mq.edu.au/support/technology/service-desk>.

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.

Unit information based on version 2026.04 of the [Handbook](#)