MECO800

International Discourse

S2 Day 2019

Department of Media, Music, Communication and Cultural Studies

Contents

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General Information

Unit convenor and teaching staff
Unit Convenor
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10HA
TBA on ilearn page

Credit points
4

Prerequisites
Admission to MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm or
MIntPubDip

Corequisites

Co-badged status

Unit description
This unit provides students with an overview of the theoretical framework that informs
research in the discipline of International Communication. It takes them through discourse
analytical methods that are employed to understand contemporary communication and to
make projections of future trends. It aims to provide hands-on experience in research
methodologies to enable students to take a scientific and analytical approach to
Communication during the course of their study and in future career paths. The critique of
various discourse scenarios from across the world will draw upon established theories and
methods propounded by Norman Fairclough and Frederick Jameson, among others.

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:

Understand and design project proposals relating to contemporary media within relevant

conceptual and theoretical frameworks

Evaluate qualitative research methodologies and judge appropriate methods for research

projects

Explore, examine, engage and investigate significant issues in the context of international communication and justify findings

Organise contemporary issues in historical, sociological and political contexts and distinguish by an application of discipline knowledge and research skills

General Assessment Information

All written submissions to be made on Turnitin only. Marks will be made available through the Gradebook function in iLearn.

Provision of examples of work

Examples of relevant and related assessment tasks will be made available on iLearn and will be discussed in tutorials.

Methods of feedback

Feedback in this unit is available in multiple forms :informal feedback through the 'announcement' function in iLearn, if there are points of relevance to the whole class; in email communication with individual students by the convenor in response to questions related to unit activities; in personal consultations face-to-face as requested by appointment; as general comment, rubric and in-text comments attached to assignments marked in Turnitin.

The tutor will provide feedback immediately after presentations in tutorials.

Assessment Tasks

Name	Weighting	Hurdle	Due
Design a research plan	20%	No	6 September, 5 p.m
Online quiz	30%	No	Week 9
Present a project proposal	40%	No	Weeks 11,12 and 13.
Active participation	10%	No	Week 1-12

Design a research plan

Due: **6 September, 5 p.m**
Weighting: **20%**

In not more than 1000 words, **draw up a research plan to investigate any one** of the issues listed below. Choose a methodology taught in the unit and establish its appropriateness. The assessment involves identifying the theoretical/conceptual framework, justifying the methodology and detailing the method as applicable to the study of the issue. (Note: 'methodology' refers to

approach and method, including details of data collection). You are not required to conduct the study or report findings.

1. Political polarization

Political polarisation is increasing in democracies. **Draw up a design to evaluate media's contribution** (includes new communication platforms) **to increasing political polarization**.

You begin with the premise that today's democracies are polarized and that media has played a role in fomenting the polarization. Based on this premise, you attempt to find out the ways in which media has divided people politically. You may choose to study media in general or focus on any one media. For example, you can create a research plan to find out how a particular TV news channel's biases in a particular country affect viewers' voting choices. (How Republic TV in India's pro-BJP stance contributes to political polarisation). Or, you can draw up a plan to find out how social media contributes to this by studying interactions in any popular platform. Choose one of the methods dealt with in the unit.

2. Diasporic belongingness

Myria Georgiou (2013: 80-99)* argues that media must be understood as spaces where minorities increasingly communicate interests, make claims and mobilize identities. While living in western nations, they also sustain political and cultural connections across boundaries, largely through the media. However, the rise of transnational television calls into question this assertion. Transnational television cater to broad categories potentially homogenising populations. **Draw up a design to investigate whether transnational television enhance diasporic belongingness or challenge it.**

*Georgiou, Myria, 2013, 'Diaspora in the Digital Era: Minorities and Media Representation,' Journal on Ethnopolitics and Minority Issues in Europe, Vol 12, No 4, pp.80-99.

Again, you can choose any Diaspora in any country and any transnational TV in that country. You can evaluate any programme: news or entertainment (For example, how are the Asians represented in US TV shows). If you want to consider Netflix or any of the newer platforms, please draw from academic material to explain why you consider it as 'transnational television'.

3. Symbols of global culture

Studies have established that 'global culture' has not resulted from gradual spontaneous processes, but is a result of tremendous investments of time, energy and money by transnational corporations. The common theme of global culture is 'consumption'. **Devise a research design to identify and understand the symbols of global culture employed in transnational advertisements.** (Examples of some symbols of transnational culture - automobiles, advertising, supermarkets, shopping centers, hotels, fast food chains, credit cards, and Hollywood movies. They are used to indicate themes such as happiness, youth, success, status, luxury, fashion, and beauty.)

This question needs an understanding of emergence of 'global culture' and how particular signs and symbols represent it. Once that is established, you can drawn up a plan to examine to what effect they are used in transnational advertisements.

The following assessment criteria will apply:

1. **Appropriateness of the method**: choosing the most suitable and effective method

2. **Details of methodology**: evidence of a clear understanding of the method and applicability in the context of the question

3. **References**: this refers to both references in-text to appropriate theorists and the format of references appended to the essay

4. **Writing:** Lucid and clear writing style which is appropriate to academic work

5. **Structure:** a clear structure that evidences systematic thought

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Online quiz

Due: **Week 9**
Weighting: **30%**

The aim of the test is to ensure that the methods dealt with in the unit have been understood adequately to facilitate application. The test will contain multiple choice questions and will open in Week 9 and be available from Monday, 9 a.m - Friday, 5 p.m. The test is time-bound. Time has been fixed taking into account the interests of students requiring more time. Students will have to finish it at one sitting in the time specified prior to the test.

The following assessment criteria will apply:

Correct understanding of methods: A summary of the concepts as in the readings and as explained in the lectures.

Knowledge of theorists: Reference to key theorists mentioned in the readings and lectures.

There is only a right or wrong answer and feedback will be provided on completion of the test.

On successful completion you will be able to:
- Evaluate qualitative research methodologies and judge appropriate methods for research projects

Present a project proposal

Due: **Weeks 11,12 and 13.**

Weighting: **40%**

This is a group assessment. There are two components to this assessment: oral presentation for 20 marks and written submission for 20 marks. The oral presentation will be scheduled in the tutorial classes in weeks 11 and 12. The written submission for all groups is due on 7th November 2019, 5 p.m, on Turnitin.

Teams are required to present a research project proposal on an issue of significance in the disciplinary areas of communication and media studies. The topic must be **new** and **contemporary**. Events related to the topic must preferrably be on-going and should NOT have occurred earlier than January 2018. The issue chosen for study must concern large sections of population, must engage global attention and must be part of public discourse, or, in other words be worthy of research.

Project proposal must contain 1. Title/research question 2. Aims and objectives 3. Background and significance 4. Methodology and 5. Bibliography. Method must be qualitative and chosen from one of the methods taught in the unit. This assessment does not require application of the method. It must however contain all details of the method, including details of how it could be applied. The proposal must make clear how the method is appropriate to the study of the issue, the period of data collection and the parameters of analysis and a timeline. Team members are to work together with each taking up responsibility for one section of the proposal.

The oral submission in Weeks 11 and 12 seminar hours will be assessed on the following criteria:

Content: significance of research topic, viability of research, clear articulation of aims and objectives, appropriate references, detailed methodology and a well constructed Bibliography

Coherence: the different sections are stitched together well and flow easily without contradictions, making it easy to understand

Use of time: the individual members share the time allotted and work in tandem with other members

Manner of presentation: Eye contact, gestures, volume, enunciation, good grammar and vocabulary

Visual aids

The 20 **marks for the group presentation** will be divided thus: content and coherence 10 marks and use of time, manner of presentation and visual aids: 10 marks

Written submission: Each team member is to write approximately 1200 words. All sections to be collected and uploaded onto Turnitin by one member of the team. It will be assessed on the following criteria:

Research viability

Significance of the topic

Methodology

Clarity of ideas and incorporation of feedback

Relevance and significance of the works listed and details in the Bibliography

Grammar and spelling

Rubrics will be available in ilearn

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Active participation

Due: **Week 1-12**
Weighting: **10%**

The two hour weekly seminars will involve a range of activities designed to explore the academic research process and methods. Students' participation will be graded on the level of engagement witnessed in the seminars. They include participation in discussions facilitated by the lecturer, general questions asked during the seminar hours and involvement in set activities. Constructive feedback to proposals during the presentations in weeks 11 and 12 will count towards the marks. Participation is expected to be well considered and relevant to the unit of study. Rubrics in ilearn.

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Delivery and Resources

Students are expected to attend library orientation and contact subject librarian for access to resources. All details pertaining to the weekly lectures, class activities and assessment tasks will be made available on ilearn. Students to check their student email regularly.

Unit Schedule

Week 1	Introduction to academic research and the unit content and requirements Seminar hours devoted to understanding the significance of academic research
Week 2	Difference between quantitative and qualitative research methods and their applicability to understand contemporary communication issues. The academic research process will be discussed in the seminar hours.
Week 3	Semiotic analysis Group exercises on semiotic analysis in communication studies in the seminar hours.
Week 4	Marxist analysis Discussions in the seminar hours on Marxist approach to understand issues relating to power
Week 5	Critical Discourse Analysis Seminar hours will deal with Fairclough's exposition of CDA
Week 6	Critical Discourse Analysis Multi-modal analysis and new media research Exercises in the seminar hours on ways in which new media content pose challenges to academic research and means to overcome them.
Week 7	Library workshop on 'generating ideas for research'. Attendance is compulsory.
	RECESS
Week 8	Discussion in the seminar hour on significant research issues and coming up with a research idea.

Week 9	Interpreting qualitative data
	Exercises on interpreting data based on a theoretical and methodological framework
Week 10	Writing the research proposal
Week 11	Presentations of project proposals
Week 12	Presentations of project proposals
Week 13	No lectures or tutorials.
	Project proposal submission due this week.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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 *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of

Conduct: https://students.mq.edu.au/study/getting-started/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

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application http://www.mq.edu.au/pubstatic/public/download/?id=167914

Information is correct at the time of publication

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 improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

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.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Evaluate qualitative research methodologies and judge appropriate methods for research projects
- Explore, examine, engage and investigate significant issues in the context of international communication and justify findings
- Organise contemporary issues in historical, sociological and political contexts and distinguish by an application of discipline knowledge and research skills

Assessment tasks

- Present a project proposal
- Active participation

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Understand and design project proposals relating to contemporary media within relevant conceptual and theoretical frameworks
- Evaluate qualitative research methodologies and judge appropriate methods for research projects
- Explore, examine, engage and investigate significant issues in the context of international communication and justify findings
- Organise contemporary issues in historical, sociological and political contexts and distinguish by an application of discipline knowledge and research skills

Assessment tasks

- Design a research plan

- Online quiz

- Present a project proposal

- Active participation

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Understand and design project proposals relating to contemporary media within relevant conceptual and theoretical frameworks

- Evaluate qualitative research methodologies and judge appropriate methods for research projects

- Explore, examine, engage and investigate significant issues in the context of international communication and justify findings

- Organise contemporary issues in historical, sociological and political contexts and distinguish by an application of discipline knowledge and research skills

Assessment tasks

- Design a research plan

- Online quiz

- Present a project proposal

- Active participation

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Evaluate qualitative research methodologies and judge appropriate methods for research projects

- Explore, examine, engage and investigate significant issues in the context of

international communication and justify findings

- Organise contemporary issues in historical, sociological and political contexts and distinguish by an application of discipline knowledge and research skills

Assessment task

- Design a research plan

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Understand and design project proposals relating to contemporary media within relevant conceptual and theoretical frameworks
- Explore, examine, engage and investigate significant issues in the context of international communication and justify findings
- Organise contemporary issues in historical, sociological and political contexts and distinguish by an application of discipline knowledge and research skills

Assessment tasks

- Design a research plan
- Present a project proposal
- Active participation

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Understand and design project proposals relating to contemporary media within relevant conceptual and theoretical frameworks
- Evaluate qualitative research methodologies and judge appropriate methods for research

projects

Assessment task

- Active participation

Changes from Previous Offering

None.

Changes since First Published

Date	Description
26/ 06/ 2019	Office address provided. Details relating to provision of feedback and exemplars added. Distribution of marks for oral presentations mentioned.