



# MDIA3000

## Discourse and Promotion

Term Two // 2019







## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 3 June - 7 June		Topic: Introduction to Discourse and Promotion
Week 2: 10 June - 14 June		Topic: Discourse Analysis and Promotion
Week 3: 17 June - 21 June		Topic: Critical Discourse Analysis and Promotion
Week 4: 24 June - 28 June		Topic: Multimodal Critical Discourse Analysis and Promotion
Week 5: 1 July - 5 July		Reading Week
Week 6: 8 July - 12 July		Topic: Framing, Positioning and Promotion
Week 7: 15 July - 19 July		Topic: Discourse, Power and Promotion
Week 8: 22 July - 26 July		Topic: Ethics in Discourse and Promotion
Week 9: 29 July - 2 August		Topic: Cultural Competence in Discourse and Promotion
Week 10: 5 August - 9 August		Topic: Conclusion: The Futures of Discourse and Promotion

## **Resources**

### **Prescribed Resources**

The prescribed resources are provided on the Moodle course site. (To access the site, go to: <https://moodle.telt.unsw.edu.au/>)

### **Recommended Resources**

The recommended resources are also provided on the Moodle course site.

### **Course Evaluation and Development**

The MDIA3000 teaching team values your feedback very much, in striving to provide you with the most enriching learning experience possible. Please feel very welcome to contact your tutor or the course convenor (Luk) with any feedback or questions at any point during the term. The course will be evaluated, at minimum, through an informal mid-term survey, as well as the formal end-of-term survey. Both the quantitative and qualitative data will be carefully analysed to understand and areas requiring further development. Changes, based on the feedback, will be implemented where possible during the term, and certainly after the term has finished in preparation for the next iteration of the course.



## Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

**Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as

**Inappropriate paraphrasing:** Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also includes piecing together quotes and paraphrases into a new whole, without appropriate referencing.

**Peer plagiarism:** includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring payment for completing academic work.

**Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

**Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

Paraphrasing, summarising, essay writing and time management  
Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.



understand your rights and responsibilities as a student at UNSW  
be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of  
UNSW ICT Resources Policy  
be aware of the standards of behaviour expected of everyone in the UNSW community  
locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

