

A. ASSIGNMENT SUMMARY:

In this section, we will revisit the assignment's expectations and the steps necessary to complete the assignment effectively.

1. Assessed criteria:

- Apply an interdisciplinary approach to analysis and problem-solving in professional communication contexts.
- Explain and discuss different disciplinary theories, issues, principles and practices, and their relevance and implications for professional communication.

2. Assignment details:

- *Requirement:* “critically analyze examples of media and communications practice and produce purposeful research that can be used for policy and practice” in the context of an international conference about current Vietnam culture.
- *Format:* a single, critical case study of 1,500-2,500 words
- *Objectives:*
 - Your case study must engage in **textual** and/or **theory-based** analysis of a “clearly defined outcome or artifact”. Clearly defined just means that the subject of your study should be a finished work rather than an ongoing or abandoned one, such as a discontinued TV series.
 - Key components in your case study:
 - + Background info on your text/unit of analysis
 - + Introduction of the communicator/creator/producer of the text
 - + Info on the means and/or channels of communication used to deliver the text
 - + What is its key message?
 - + Is there a defined target audience?
 - A critical analysis must be performed by using **a minimum of 2 communication theories/models/paradigms** (introduced in class) as lenses.

- It is commendable to utilize theories from different disciplines or fields of study to enhance your research.
- It is a must to **follow the format** given beside the assignment details.
- A minimum of **10 scholarly sources** must be incorporated into your case study.
- *Assignment structure:* [A detailed format](#) has been provided alongside the assignment. Here is a shortened version:
 - Introduction: provide context to subject matter (100 - 200 words)
 - Significance: identify the importance of your work's area of focus (200 - 400 words)
 - Theory: define/elaborate on theories used in your case study and why they are relevant/important (350 - 600 words)
 - Analysis: discuss in detail how your subject can be better understood through your theories and analysis (650 - 1,100 words)
 - Conclusion: State the overall argument through the analysis (100 - 200 words)
 - References & appendices

B. KEY TERM DEFINITION:

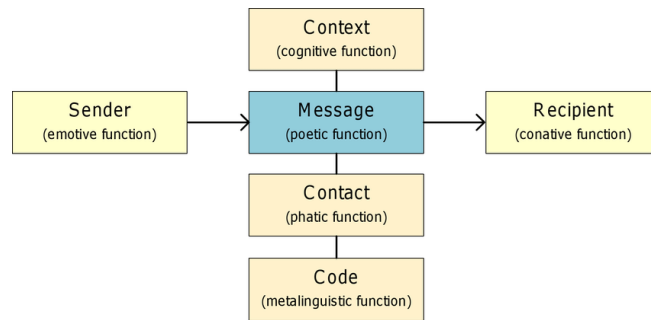
In this segment, we will take another look at the terminology associated with assignment that is discussed within the context of the course.

Term	Definition
Case study	‘A detailed study of a specific subject, such as a person, group, place, event, organization, or phenomenon’ (McCombes 2019). It emphasizes a qualitative approach to researching.
Text	A record of a message that can be analyzed by others; for example, a book, film, photograph, or any transcript or recording of a speech or broadcast.
Textual analysis	It refers to a multitude of research methods with describing,

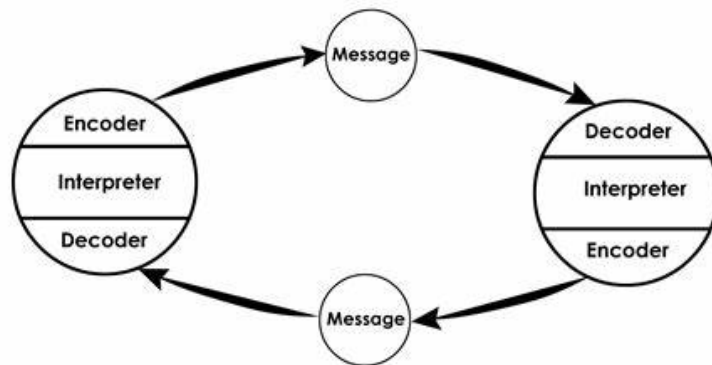
	<p>interpreting or comprehending texts. ‘From its literal meaning to the subtext, symbolism, assumptions, and values it reveals’ (Caulfield 2023), these approaches can determine many properties of a research subject.</p>
Paradigm	<p>General ways in which we can think about a particular phenomenon. Below are the communication paradigms brought forward in the course:</p> <ol style="list-style-type: none"> 1. Objective paradigm: The assumption that truth is singular and accessible through unbiased sensory observation; committed to uncovering cause-and-effect relationships. 2. Interpretive paradigm: The assumption that multiple meanings or truths are possible. 3. Narrative paradigm: How time, sequence and coherence contribute to sense making; verbal and nonverbal interpretation arranged in various ways to generate a meaning.
Theory	<p>A combination of systematic and informed descriptions and explanations about how things work. Here are some theories highlighted within the course content and can be used in your case study, although keep in mind that there are alternative approaches to the same theory:</p> <ol style="list-style-type: none"> 1. Semiotic theory: Same as “semiotics” (see below). There are 3 main approaches to this theory from Ferdinand de Saussure, Charles Peirce and Roland Barthes. 2. Encoding-decoding theory: a communication theory developed to comprehend how a message is created by a sender and then understood by a receiver. It argues that a message’s meaning differs based on the intention and perspective from both sides. 3. Framing theory: this theory dissects how streams of information are relayed and then comprehended as framing

	<p>a message can affect how people regard an issue or matter. It enables an insightful peek into the media's influential prowess in controlling what the public sees and experiences.</p> <ol style="list-style-type: none"> 4. Hypodermic needle theory: another theory which aims to prove the media's direct impact on the public. It treats media-made messages as "needles" that inject certain perspectives into the audiences' rather passive and controllable psyche. "Passive audience" is the key word. 5. Two-step flow theory: As opposed to the hypodermic needle theory where information seemingly approaches the audience unmediated, this method suggests that the flow of news starts from mass media, to opinion intermediaries and then to the general audience. It stresses the role of opinion leaders in influencing how the public views certain issues. 6. Cultivation theory: Gerbner and colleagues' theory proposes that the length of time an individual spends viewing mass media and television content can construct that person's perspective on reality. This theory focuses more on televised programs and long-term effects of exposure to such content (namely mean world syndrome) 7. Uses and gratifications theory: this approach places the audience at the center of the communication sphere, where they select how to utilize the media and its subjects according to their own demands and desires. In contrast with aforementioned theories where the viewer is passive, this one argues that he or she is actually the proactive entity who determines their own flow of information as they please. 8. Spiral of silence theory: Because of human's innate fear of rejection, alienation and societal norms, a person thinks twice before expressing their thoughts, thus forming a
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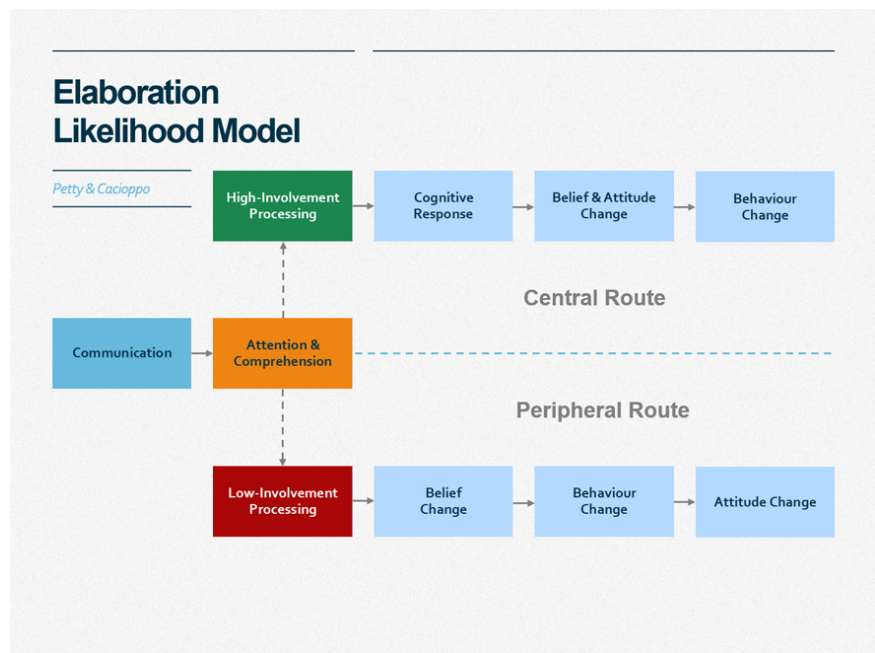
	<p>collective way of thinking. It supports the understanding of public opinion and how people often adhere to certain patterns of behavior.</p> <p>9. Cognitive dissonance theory: this notion describes the feeling of internal conflict when a person possesses contrasting values and beliefs. He or she will then be motivated to remove this dissonance through many ways. Usually, media content can cause people to go through this motion.</p>
Model	<p>A means of analyzing the structure of communications, taking into account the entities and actions involved in the process.</p> <p>1. Shannon and Weaver's model of communication:</p> <div data-bbox="608 920 1353 1198" data-label="Diagram"> <p style="text-align: center;">SHANNON AND WEAVER MODEL OF COMMUNICATION</p> <pre> graph LR A[Information Source] -- Message --> B[Transmitter (Encoder)] B -- Signal Sent --> C[Channel] C -- Signal Received --> D[Receiver (Decoder)] D -- Message --> E[Destination] F[Noise] --> C </pre> </div> <p>2. Harold Laswell's model:</p> <div data-bbox="783 1464 1209 1827" data-label="Diagram"> <p style="text-align: center;">COMPONENTS OF LASSELL'S MODEL</p> <pre> graph TD A[WHO (Sender)] --> B[SAYS WHAT (Message)] B --> C[CHANNEL (Medium)] C --> D[TO WHOM (Receiver)] D --> E[WITH WHAT EFFECT (Feedback)] </pre> </div> <p>3. Roman Jakobson's model:</p>



4. Osgood-Schramm's model:



5. Elaboration likelihood model:



Semiotics	A theoretical framework for the study of meaning in cultural texts, which approaches them as a language (Berger 2011).
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If you desire to know more about the single case study format, here is [an article](#) provided in the assignment details.

