



## UNSW Course Outline

# MDIA5031 Research in Practice - 2024

Published on the 21 May 2024

## General Course Information

**Course Code :** MDIA5031

**Year :** 2024

**Term :** Term 2

**Teaching Period :** T2

**Is a multi-term course? :** No

**Faculty :** Faculty of Arts, Design and Architecture

**Academic Unit :** School of the Arts and Media

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Postgraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Research—the collection, synthesis and analysis of data—forms the basis of sound communications practice in all its forms. Mindful of the crucial place of research in PR, Advertising, Journalism and Communication industries, this course seeks to activate your

research skills, including those relevant to campaign planning, strategy and tactics design, and journalistic investigation. The course focuses on both methodologies—i.e. the epistemological foundations of research—and various research methods, from interviews and surveys to observation and visual analysis. Overall, the course aims to equip you with the knowledge and skills necessary to the development of successful research programs that will better communication results. This course will also expand your perceptions about future industry career paths and will provide a core foundation required for leadership positions in communication industries.

## Course Aims

This course aim to provide students with the strategies and tools necessary to undertaking humanities-based research in a range of contexts—both academic and professional.

## Relationship to Other Courses

MDIA5031 is foundational for all postgraduate courses within the Media programs.

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Recognises and identifies relevant methodologies and methods of humanities-based research
CLO2 : Applies sound research protocols relevant to humanities-based research practice
CLO3 : Design and undertake humanities-based research

Course Learning Outcomes	Assessment Item
CLO1 : Recognises and identifies relevant methodologies and methods of humanities-based research	<ul style="list-style-type: none"><li>• Major Research Paper</li><li>• Test</li></ul>
CLO2 : Applies sound research protocols relevant to humanities-based research practice	<ul style="list-style-type: none"><li>• Annotated Bibliography</li><li>• Major Research Paper</li></ul>
CLO3 : Design and undertake humanities-based research	<ul style="list-style-type: none"><li>• Major Research Paper</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate | Echo 360

# Learning and Teaching in this course

All other course information is available on Moodle.

## Additional Course Information

See Moodle for all additional information.

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Major Research Paper Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: 04/08/2024 11:59 PM Post Date: 15/09/2024 11:30 PM
Annotated Bibliography Assessment Format: Individual	25%	Start Date: Not Applicable Due Date: 08/07/2024 11:59 PM Post Date: 29/07/2024 11:30 PM
Test Assessment Format: Individual	25%	Start Date: 24/06/2024 10:00 AM Due Date: 24/06/2024 10:00 PM Post Date: 08/07/2024 11:30 PM

## Assessment Details

### Major Research Paper

#### Assessment Overview

Major research paper showcasing students' preferred humanities-based research approach.

2,000 words

Feedback via LMS

#### Course Learning Outcomes

- CLO1 : Recognises and identifies relevant methodologies and methods of humanities-based research
- CLO2 : Applies sound research protocols relevant to humanities-based research practice
- CLO3 : Design and undertake humanities-based research

#### Detailed Assessment Description

See Moodle for detailed description.

#### Assessment Length

2000 words (+/- 10%).

## Submission notes

Submit via Turnitin on Moodle.

## Assessment information

See Moodle for detailed description.

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

## **Annotated Bibliography**

### Assessment Overview

Annotated bibliography assignment

Four to five entries in preparation for major research paper (Assignment 3)

1000 words

Feedback via LMS

### Course Learning Outcomes

- CLO2 : Applies sound research protocols relevant to humanities-based research practice

### Detailed Assessment Description

See Moodle for detailed description.

### Assessment Length

1000 words (+/- 10%).

## Submission notes

Submission via Turnitin in Moodle.

## Assessment information

See Moodle for detailed description.

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

# Test

## Assessment Overview

Tests fundamental principles of humanities based research practice.

Feedback via LMS

## Course Learning Outcomes

- CLO1 : Recognises and identifies relevant methodologies and methods of humanities-based research

## Detailed Assessment Description

See Moodle for detailed description.

## Assessment Length

20 multiple choice questions

## Submission notes

This quiz is to be completed between 10:00am - 10:00pm AEDT 24/06/24.

## Assessment information

See Moodle for detailed description.

## Assignment submission Turnitin type

This is not a Turnitin assignment

# General Assessment Information

See Moodle for detailed description.

## Grading Basis

Standard

## Requirements to pass course

See Moodle for detailed description.

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 5 : 24 June - 30 June	Assessment	MDIA 5031 Assessment One: Quiz 1000-2200AEDT 24/06/24 (Monday Week Five)
Week 7 : 8 July - 14 July	Assessment	MDIA5031 Assessment Two: Annotated Bibliography (1000 words +/-10%; due Monday Week Seven, 08/07/24 23:59pm)
Week 10 : 29 July - 4 August	Assessment	MDIA5031 Assessment Three: Research Essay (2000 words +/-10%; due Sunday Week Ten, 04/08/24 23:59pm)

## Attendance Requirements

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

## General Schedule Information

See Moodle for detailed description.

## Course Resources

### Prescribed Resources

All other course information is available on Moodle.

### Recommended Resources

All other course information is available on Moodle.

### Additional Costs

There are no additional costs.

## Course Evaluation and Development

Cohort feedback from previous iterations has been combined to streamline the course and improve the student learning experience. Crucially, the lecture has been reduced to one hour and the tutorials now contain an interactive research component designed to guide the students through exercises relevant to their disciplines.

# Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Donald Silence		SAM Office, Webster Building, UNSW	Contact SAM Office	By appointment	Yes	Yes
Lecturer	Donald Silence		SAM Office, Webster Building, UNSW	Contact SAM Office	By appointment	No	No

## Other Useful Information

### Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines> for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

### 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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
  - Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking 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.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- 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

## Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

## [Use of AI for assessments | UNSW Current Students](#)

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### **Submission of Assessment Tasks**

#### **Turnitin Submission**

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externaltelsupport@unsw.edu.au](mailto:externaltelsupport@unsw.edu.au)

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

#### **Late Submission Penalty**

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here.](#)

## School Contact Information

### School of the Arts and Media

**Location:** Room 312, Level 3 Robert Webster Building

**Opening Hours:** Monday -Friday, 9am - 5 pm

**Email:** sam@unsw.edu.au

**Phone:** +612 9385 4856

**web:** <https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media>