YEAR 11 SOCIETY AND CULTURE

Intercultural Communication

Due Date: 23rd August 2018, Term 3, Week 5 in class.  
Assessment Name: Intercultural Communication

Mark: /25  
Weighting: 35%

SYLLABUS OUTCOMES TO BE ASSESSED:

P3 – Identifies and describes relationships and interactions within and between social and cultural groups
P7 – Selects, organises and considers information from a variety of sources for usefulness, validity and bias
P8 – Plans and conducts ethical social and cultural research
P10 – Communicates information, ideas and issues using appropriate written, oral and graphic forms

DIRECTIVES TO BE ASSESSED:

Describe- give characteristics and features
Identify- Recognise and name
Consider- think carefully about something before making a decision.
Conducts- organise and carry out
Communicates- share or exchange information, news, or ideas

TASK DESCRIPTION:

Identify and select FOUR media articles that you will use to provide an informed written response to the following question:

Describe the role the media plays in promoting intercultural understanding and intercultural misunderstanding between Australia and another country.

Part A – 10 marks

1. Identify and select ONE country from the list below:

   China  Lebanon  Vietnam
   Serbia  Macedonia  Sri Lanka
   Pakistan  Zimbabwe  India

2. Identify and select FOUR media articles that address intercultural understanding and intercultural misunderstanding between Australia and your selected country. They may be from newspapers, magazines, television, online or radio but must be within the last five years. You must have at least one article from a print source and from a broadcast source (there are versions of both available online).

3. Conduct a content analysis to briefly evaluate the FOUR reports you have selected for use in your written response. In your analysis, consider the usefulness (relevance), bias and/or validity for each article. (100 words)

4. Describe the reliability and validity of each source in an annotated bibliography which uses appropriate referencing, either Harvard or Oxford referencing.

Part B – 15 marks

Compose a structured response which communicates your understanding of the question:

Check your assessment booklet for the PHS Assessment Policy
Describe the role the media plays in promoting intercultural understanding and intercultural misunderstanding between Australia and another country. (700 words)

ASSESSMENT CRITERIA:
You will be assessed on your ability to:
- Select FOUR examples which reflect intercultural understanding and misunderstanding
- Consider each source for usefulness (relevance), and bias or validity
- Communicate a well-structured argument
- Demonstrate an understanding of intercultural understanding and intercultural misunderstanding
- Support your argument with reference to the relevance, validity or bias of FOUR media articles
- Describe each article in an annotated bibliography which demonstrates a deep understanding of the reliability and usefulness of each article.
## ASSESSMENT MARKING CRITERIA

<table>
<thead>
<tr>
<th>Part A</th>
<th>Mark</th>
</tr>
</thead>
</table>
| • **Conducts** sophisticated ethical social and cultural research to select FOUR articles which collectively reflect both intercultural understanding and intercultural misunderstanding. (P8)  
  Skilfully **conducts** a content analysis on the media articles which provide a comprehensive analysis the intercultural understanding and intercultural misunderstanding between Australia and your selected country. (P8)  
  Skilfully **considers** the usefulness (relevance) of FOUR media articles including at least one article from a print source and from a broadcast source. Composes a bibliography which skilfully **describes** an accurate observation of their validity or bias. (P7) | 9-10 |
| • **Conducts** effective ethical social and cultural research to select FOUR articles, at least TWO of which collectively identify intercultural understanding and intercultural misunderstanding. (P8)  
  Effectively **conducts** a content analysis on the media articles which provide an analysis of the intercultural understanding and intercultural misunderstanding between Australia and your selected country. (P8)  
  Effectively **considers** the usefulness (relevance) of at least TWO articles, one of which is from a print OR broadcast source. Composes a bibliography which effectively **describes** an observation of their validity or bias. (P7) | 7-8 |
| • **Conducts** sound research to select some articles of which at least one identifies an aspect of intercultural understanding and/or misunderstanding (P8)  
  **Conducts** a sound content analysis which makes some connections between the articles and the intercultural understanding and intercultural misunderstanding between Australia and your selected country. (P8)  
  **Consider** the usefulness (relevance) of most articles OR makes a general comment on their validity or bias to a sound level in a bibliography. (P7) | 5-6 |
| • **Attempts to conduct** research regarding intercultural understanding and/or misunderstanding (P8)  
  **Conducts** a basic content analysis which makes some connections between the selected country and Australia. (P8)  
  **Consider** the usefulness (relevance) of most articles OR makes a general comment on their validity or bias in a basic attempt at a bibliography. (P7) | 3-4 |
| • **Conducts** limited research regarding intercultural understanding and/or misunderstanding (P8)  
  **Attempts to conduct** a content analysis which makes some connections between the selected country and Australia. (P8)  
  **Considers** the usefulness (relevance) of most articles OR makes a general comment on their validity or bias to a limited extent. (P7) | 1-2 |
| • **Non-attempt or irrelevant attempt.** | 0 |

---

Check your assessment booklet for the PHS Assessment Policy
<table>
<thead>
<tr>
<th>Part B</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>- <strong>Communicates</strong> a sophisticated and well-structured argument which <strong>identifies</strong> and <strong>describes</strong> a skilful understanding of the relationships and interactions between social and cultural groups, particularly intercultural understanding and misunderstanding between the selected country and Australia. <strong>(P3)</strong></td>
<td>13-15</td>
</tr>
<tr>
<td>- <strong>Considers</strong> the usefulness and bias and/or validity of four media articles and skilfully presents a clear explanation of how these examples might shape people’s views towards another country. <strong>(P7)</strong></td>
<td></td>
</tr>
<tr>
<td>- <strong>Communicates</strong> a sophisticated understanding of the role the media plays in promoting intercultural understanding and intercultural misunderstanding through the skilful <strong>consideration</strong> of FOUR media articles including at least one article from a print source and from a broadcast source. <strong>(P10)</strong></td>
<td></td>
</tr>
<tr>
<td>- <strong>Communicates</strong> an effective and well-structured argument which <strong>identifies</strong> and <strong>describes</strong> an understanding of the relationships and interactions between social and cultural groups, particularly intercultural understanding and misunderstanding. <strong>(P3)(P10)</strong></td>
<td>10-12</td>
</tr>
<tr>
<td>- <strong>Considers</strong> the usefulness and bias and/or validity of four media articles and effectively presents some explanation of how these examples might shape people’s views towards another country. <strong>(P7)</strong></td>
<td></td>
</tr>
<tr>
<td>- <strong>Communicates</strong> a clear understanding of the role the media plays in promoting intercultural understanding and intercultural misunderstanding through the effective <strong>consideration</strong> of FOUR media articles including at least one article from a print source or from a broadcast source. <strong>(P10)</strong></td>
<td></td>
</tr>
<tr>
<td>- <strong>Communicates</strong> a sound description of three or four examples from the media and <strong>identifies</strong> and <strong>describes</strong> some links to the interactions between social and cultural groups, particularly intercultural understanding and misunderstanding. <strong>(P3)(P10)</strong></td>
<td>7-9</td>
</tr>
<tr>
<td>- <strong>Considers</strong> usefulness and bias and/or validity of four media articles and soundly explains of how these examples might shape people’s views towards another country. <strong>(P7)</strong></td>
<td></td>
</tr>
<tr>
<td>- <strong>Communicates</strong> an understanding of the role the media plays in promoting intercultural understanding or intercultural misunderstanding through the sound <strong>consideration</strong> of some media articles. <strong>(P10)</strong></td>
<td></td>
</tr>
<tr>
<td>- <strong>Communicates</strong> a basic description of one or two (or a limited description of three or four) articles from the media and <strong>identifies</strong> some links to intercultural understanding and/or misunderstanding of the chosen country. <strong>(P3)(P10)</strong></td>
<td>4-6</td>
</tr>
<tr>
<td>- <strong>Considers</strong> the usefulness of the articles in a basic discussion. <strong>(P7)</strong></td>
<td></td>
</tr>
<tr>
<td>- <strong>Communicates</strong> a limited descriptions of some media articles and attempts to connect these articles to the media’s role in intercultural understanding or misunderstanding. <strong>(P3)(P10)</strong></td>
<td>1-3</td>
</tr>
<tr>
<td>- <strong>Considers</strong> the usefulness of the articles in a limited discussion. <strong>(P7)</strong></td>
<td></td>
</tr>
<tr>
<td>- Non-attempt or irrelevant attempt.</td>
<td>0</td>
</tr>
</tbody>
</table>