

LNG711 Discourse Analysis Assignment

The goal of this assignment is to conduct and write up a discourse analysis research study. In doing this, ideally the finished research article will be of a quality that can be revised for publication in an international refereed journal. Focuses, methodology and data are open, although the research must fall within the field of discourse analysis (and if pre-existing data is used, publishability will be lower).

The product of the assignment is a research article. Length is probably 4,000 to 5,000 words, and formatting and referencing should follow the style of an existing journal.

Assessment

The completed assignments will be assessed on the following criteria:

Research design (20%)	<ul style="list-style-type: none"> • Appropriacy to topic • Ensuring quality of research
Research methodology (30%)	<ul style="list-style-type: none"> • Justification of methodology • Application of methodology
Foundations and justifications (30%)	<ul style="list-style-type: none"> • Strength of arguments concerning topic • Coherence between sections
Overall quality (20%)	<ul style="list-style-type: none"> • Originality, interest and usability

Marking guidelines

	<i>Low quality</i>	<i>Medium quality</i>	<i>High quality</i>
Appropriacy to topic (10%)	Research design does not appear matched to topic	Research design is generally appropriate but further modifications would be useful	Research is designed and adapted specifically for topic
Ensuring quality of research (10%)	Minor attempts to maximise validity and/or reliability	Reasonable attempts to maximise validity and/or reliability	Clear evidence of attempts to maximise validity and/or reliability
Justification of methodology (10%)	Unclear why the methodology was chosen	Some reasons given for methodology but not convincing	Persuasive clear reasons for choosing the methodology
Application of methodology (20%)	Unclear how the methodology is applied; inconsistencies in application	Generally consistent and clear application of the methodology but may be some inappropriacies	Clear, consistent and appropriate application of methodology
Strength of arguments (20%)	Poor arguments and missing key information	Reasonable arguments (and not a list) covering most points	Persuasive arguments with good coverage
Coherence between sections (10%)	Little or no relationship between sections with information in one section not informing others	Research fits as a whole but links between sections could be strengthened	Clear evidence of information from one section informing the content of other sections
Originality etc. (20%)	Research is not particularly original, interesting or usable	Research is interesting and has applications, but may not be original	Research is interesting and has some originality and clear applications