

PRINCIPLES OF PROFESSIONAL COMMUNICATION
ASSIGNMENT 2 PART 1
ANNOTATED BIBLIOGRAPHY/PROJECT OVERVIEW – 15%
DUE WEEK 5

Introduction: This is a more detailed overview of what you should do for Assignment 2 Part 1. The instructions on how to use the Library databases and catalogue are on the Week 3 tutorial page.

Aim:

- To become familiar with the different **electronic Library resources** available to locate references for an assignment
- To **find, describe and evaluate a range of different reference types** as a starting point to researching your business report.
- To **correctly set out these references** as if you were including them in a bibliography
- To **briefly describe what they say, the author's point of view and how useful they might be to your project**. See page 380 (Exhibit 13.4) of your textbook for an example plus the example below. See also the short Library video on Annotated Bibliographies at <https://www.youtube.com/watch?v=88nlpZZSPCo> (also under 'Correct Referencing' menu on unit website)

Assignment Expectations:

Your tutor will explain the requirements for Assignment 2, the Business Report (see also the Popcomm Learning Guide p.11). Choose **one** of the suggested scenarios or discuss an alternative with your tutor.

Steps:

1: Locate a minimum of six references on your topic. See the Library video titled '[Library Search Skills](#)' from the link under 'Correct Referencing' in the unit website menu.

You must find at least **one of each of the following** –

- Book (or book chapter from an edited edition)
- Academic journal article
- Newspaper article (from either a print or online news source)
- Web page
- Two other references from any relevant source. These may include any of the above types

Please do NOT use your textbook or any of the workbook articles as a reference – the objective is to learn to do your own searching. **You may include more than six in total if you wish.**

2. Set each reference out using correct APA style.

- Refer to the APA style guide → Click on 'Correct Referencing' tab in left hand menu on unit webpage → APA style guide
- See also Library website: Click on → 'Guides' → 'Referencing and Citation' → APA → Click on the link to the video showing how to set out each different reference type

Some helpful hints

The following table is a list of APA mistakes that many students do not comprehend. Additionally, the library's databases can be used to give you the APA citation but make sure to check the accuracy – they are not always correct.

- APA format uses a **hanging indent** to display references at the end of articles.
- One irritating problem is that hypertext links are automatically created in most versions of Word. You need to remove the blueness.

The three most common errors that relate to **online journals**, in past student work have been the following:

Bertolin, J., & De Marchi, A., Carolina Bertoletti. (2014). Evaluation of distance education through blended learning: Comparisons and important factors for the learning process. *Creative Education*, 5(2), 70-74. Retrieved from <http://search.proquest.com/docview/1503672521?accountid=36155>

The link is a Western Sydney specific one, and is unable to be used outside of UWS, thus incorrect (the number, 36155 is the account number for WSU with ProQuest), just write "Retrieved from ProQuest." A date is necessary in most cases, so add one. No hyperlink to be used.

Moras, S. (2001). Computer-assisted language learning (CALL) and the Internet. Retrieved Mar 14, 2013 from <http://www3.telus.net/linguisticsissues/CALL.html>.

This link is in blue hypertext probably from Word – hypertext is not APA approved, and the links do not work on vUWS. **Remove the hypertext, make it a black URL, with no underline** (Highlight, Insert menu, Add Hypertext, then Remove link) or (right-click the link, Edit, etc)

NOTE: this reference came from the reference list of an academic paper found in ProQuest and but it does not work when the link is clicked. The date is necessary, and also indicates the URL needs updating because it is too old. Thus, you need to find the new URL if you want to use this particular reference.

Walsha, S., Whitea, K. & Young, R. (2008). Over-connected? A qualitative exploration of the relationship between Australian youth and their mobile phones. *Journal of Adolescence*, 31(2) 77–92. Retrieved from: <http://www.sciencedirect.com.ezproxy.uws.edu.au/science/article/pii/S0140197107000504#>

Again this is a Western Sydney specific hyperlink, which only works at WSU; note the word, "ezproxy". Simply write "Retrieved from Science Direct" , add a date and remove the URL in this case.

3. Prepare an Annotated Bibliography describing and critiquing **each** reference (e.g. how useful, reliable, current, appropriate etc.).

For each reference you must:

- Correctly set out the reference in APA style
- Write at least **half a page or 150 words** describing (annotating) what aspects of the topic the reference covers. Discuss its usefulness to your project, its reliability, or limitations. Consider how current (up to date) the source is and who has written it and for purposes. Does this affect its objectivity or point of view?
- Write your annotation **in your own words**.
- Set out one reference per page.

A good annotation might look like this:

REFERENCE #1 Book reference

Merrigan, G. & Huston, C.L. (2015). *Communication research methods* 3e. NY: Oxford University Press.

The new textbook, *Communication Research Methods* reviews the interpretative, critical, and discovery paradigms of communication research. Very few other research methods book on the market reflect actual research practice nor provide methodological choices based on the nature of the research question rather than ideological constraints. It is a useful source for my project because it has enlightened me about the breadth of methods available to communication research, it helps in critically evaluating a range of methods, and it informs me of the latest issues surrounding such methods as survey research, ethnographic studies and discourse analysis. The last 20% of the book however, is devoted to statistical methods of data analysis. This section appears complicated and rushed, seeming like an add-on DIY guide to number-crunching research methods. No mention is made of qualitative software such as NVivo or Leximancer thus leaving the textbook with a very North American quantitative perspective. *(exactly 150 words, describes both positive and negative aspects of the book)*

4. Write a Brief Project Overview of your proposed report. You may use the following headings and should write a brief paragraph per heading.

- **Give your project a draft title.**
- **Name the company you will be reporting for** (note this should be a REAL organisation but we strongly suggest that you choose a small business/organisation as opposed to a large company such as McDonald's, Telstra, Commonwealth Bank etc.).
- **Describe the problem the report will address?** What technology problems/ website problems need to be investigated? How do you know?
- **Briefly describe the background to the problem?** Give a brief summary of what has been done to date to attempt to solve the problem.
- **Describe how will you gather the information** for your project
- **Write** half to three quarters of a page

Your Assignment will be marked on the:

- Quality and relevance of the references chosen
- Depth and appropriateness of your annotations or commentary
- Correct use of APA bibliographic conventions
- Depth and appropriateness of your project overview
- Clear use of written language, correct grammar and punctuation – *edit your work before it is submitted*

NOTE 1: Students may be asked to revise and resubmit their annotated bibliography if the referencing, written expression or quality or appropriateness of the annotations are not acceptable.