PRINCIPLES OF PROFESSIONAL COMMUNICATION 1 WEEK 3

COMPULSORY LIBRARY RESEARCH /ANNOTATED

BIBLIOGRAPHY/PROJECT OVERVIEW EXERCISE – 15%

DUE WEEK 6*

1. Introduction: This exercise is the first part of Assignment 2 and is designed to be started in class in week 3. Before you come to class, attempt the 'Successful Searching' online library tutorial at http://library.uws.edu.au/tc/ss/index.php. There is a revision quiz on the vUWS homepage.

2. Aim: The aim of this exercise is to use the library research skills you will be taught to find, describe and evaluate a range of different reference types as a starting point to researching your business report.

You must also **correctly set out these references** as if you were including them in a bibliography and briefly describe what they say, what the author's point of view is and how useful they might be to your project. See page 380 (Exhibit 13.4) of your textbook for an example.

3. Assignment expectations:

a) Your tutor will explain the requirements for Assignment 2, the Business Report (see also the POPC Learning Guide p.12, part of which is copied below).

b) Choose one of the suggested topics (see below) or discuss an alternative with your tutor. Overall you must locate **a minimum of six** references on your topic. You must find at least **one of each of the following** – book, journal article, newspaper article and web reference. Please do NOT use your textbook or any of the workbook articles as a reference. You may do more than six in total if you wish.

c) Write a brief **project overview** of your proposed report. You may use the following headings and should write a brief paragraph per heading.

1. Which of the scenarios will you be using? Give your project a draft title.

2. Name of 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).

3. What is the background to the problem? What technology problems/ website problems need to be investigated? How do you know?

4. Where will you get the information for your project?

d) Follow steps 1-6 below and select your references. Your tutor will guide you through this and help you if you have problems. We suggest that you open a blank Word document and copy and paste the citation and abstract for later reference. Remember to note which database you have been using.

e) Using the references you have found, prepare an **annotated bibliography** describing and critiquing each reference (eg how useful, reliable, current, appropriate etc). You must include:

1. A correctly set out reference for each citation using APA style (see the Library website under 'Citing Resources', APA format

http://library.uws.edu.au/FILES/cite_APA.pdf). A copy is also on the website and in your weekly readings.

2. An annotation (that is, description or commentary) for **EACH** reference that you include of at least **half a page**. We suggest that you set out one reference per page. Your annotation must be written in your own words. See pages 378-380 of your textbook (in particular Exhibit 13.4) for how to write and set out an Annotated Bibliography. A copy is also in Week 3 of the readings plus on the website.

4. Exercise Steps:

1. Go to the UWS homepage and log onto the UWS Library either from the link or at http://library.uws.edu.au/.

2. **Finding a book reference:** From the 'Resources' section at the bottom of the page, choose the Library Catalogue link http://voyager.uws.edu.au/. Do a keyword search to find a **book** on your topic or the *general* area of your topic.

3. **Finding a journal reference:** Choose the 'e-Resources' from the Library homepage and do a keyword search for **some academic journal articles** using one of the databases. We suggest trying the databases ABI-Inform, Academic Onefile, Academic Search Complete (these are all general, humanities or communications databases: there are many others useful for other areas but you would need to check with the library). When searching, check the box that says 'peer reviewed' or similar to limit your results to academic publications rather than general, magazines. Most search engines allow you to locate a 'full text' version of the article or at least the citation and abstract.

4. Go back to the e-Resources portal and under 'F' http://subjectguides.library.uws.edu.au/F choose the **Factiva** database. This will allow you to search newspapers and magazine publications from around the world for the latest news on your topic. Find at least one newspaper article that generally might relate to your topic.

5. Using Google http://www.google.com.au/, do a keyword search for sites related to your topic. Try to use education or government sites (.edu; .org; or .gov), not just commercial ones.

6. Using Google Scholar http://scholar.google.com.au/ do an advanced search for some keywords related to your topic. Google Scholar is excellent for academic articles and conference papers which may be useful. It also has direct links into the UWS Library databases.

7. To revise the steps above, see the 'Successful Searching Library Assessment' which can be found in the 'Finding references in the Library' link on vUWS.

5. Your exercise 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

- clear use of written language, correct grammar and punctuation – *edit your work before it is submitted*

6. Extract from the POPC Learning Guide pp. 16-17:

Assessment 2 Description

Background: You are the employee of a company who has been asked to evaluate the impact of a technology or issue on aspects of communication within the organization. You need to do this research and present your findings in a **business report** (please note, this is NOT an essay), justifying your proposal/outlining your research and decisions.

In weeks 1-2, your tutor will discuss this assignment with you and ask you to consider selecting from list of possible topics which are set out below, all of which relate in some way to the themes of this course. The aim is to research how this issue impacts on a real organization, using some real research plus background reading on the subject.

Choose from one of the two scenarios below and apply this to a real organisation. In each case, you will need to have read about the broader, background issues which relate to this problem.

SCENARIO 1: You are considering introducing a new technology or implementing a major software upgrade for your company. Research the pros/cons, costs/benefits and compare a range of different product/system options. Also consider issues such as training, technical implementation etc and any other factors that you feel are appropriate. Write a report to your manager outlining your findings and make a recommendation justifying your decision.

SCENARIO 2: Your company website has been in place for several years now and the boss feels it needs a facelift. You have been asked to prepare a report examining its effectiveness. Do some background research on general principles of web design, aesthetics, usability etc. How effective is your company website? What is it mainly used for and for what audience. Look at its design, layout, functionality, cultural appropriateness, usability etc. What is good, what is poor, how might it be improved? Prepare a report to your manager, outlining your findings and making recommendations. You must refer to the background research you have done to support your analysis and findings.

Part 1: As an initial step, you will be instructed on how to use the UWS library to gather a range of suitable background resources. You will complete an **overview of your proposed report** and an **annotated bibliography of 6 references that you could use** (see separate details of this in a handout in week 3). If your summary, selection of references, writing or bibliographic layout is not done well, you may be asked to revise and resubmit. Please see the list of suggested headings on the assignment handout (a copy can be found on the unit website).