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Division of Society, Culture, Media and Philosophy
Department of International Communication
Profiles of the Grades of Associate Lecturer, Lecturer, Senior Lecturer,
Associate Professor and Professor
@ January 2007

Overview

The Department of International Communication at Macquarie University reflects a diversity of academic approaches, both in its teaching and in its research. The work of the department includes:

- post-graduate programs
- under-graduate programs
- publication of a scholarly journals
- theory of international communication
- theory of media and communication
- policy, industry, and institutional analysis
- textual, content, ethnographic, and opinion analysis
- production of media texts in the form of audio, video, film, print and multimedia
- performance, installation and/ or exhibition work in audio-visual media

The Department is strongly committed to excellence in teaching and research. All non-casual members of staff, irrespective of their level of appointment, participate in the Department's teaching, research and administration. All members of the Department are expected to demonstrate excellence in teaching and research and/ or excellence in media production, in keeping with the Work Load model. All members of staff, irrespective of their level of appointment, attend Department and Division meetings. All members of staff, irrespective of their level of appointment, undertake academic administration, as indicated within.

Given the nature of International Communication as a field of study, and of the specific nature of the Department as established at Macquarie University, there are two sets of criteria by which to judge applicants, namely: A. Research and Advancement of Knowledge: Non-Production and B. Research / Advancement of Knowledge: Production and (definitions and assessments of these are detailed below)

RESEARCH / ADVANCEMENT OF KNOWLEDGE: NON PRODUCTION

This criterion concerns achievement of excellence in research and the advancement of knowledge. For the purposes of the department, such activities comprise:

- the writing (and editing) of academic articles, journals and books
- the writing and publication of conference papers and research reports
- the organising of national/ international conferences
- the curation of audio-visual media events/ exhibitions (at recognised public venues)

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- media and communication consultancies

Examples of consultancy work might include: reading manuscripts for publishing houses; serving on the editorial board of a scholarly journal; researching and reporting on specific areas of media or communications; serving on review committees of other tertiary institutions; acting as advisor to industry, acting as external examiners at other institutions.

RESEARCH / ADVANCEMENT OF KNOWLEDGE: PRODUCTION

This criterion recognises the significance of a continuing record of achievement in media production. For the purposes of the department, achievement in this field is taken to mean extensive involvement in the production of cultural artefacts such as:

- a radio documentary or drama (as writer and /or producer);
- a film/ television/video program (as writer, cinematographer, editor, director);
- CD Roms, web sites and other computer and/or interactive media texts (as writer or programmer/producer)
- substantial written pieces published in a magazine or newspaper (as writer)
- media and communication consultancies

Production work should be of a high professional level as attested to by peers (and candidates should be able to demonstrate evidence of this).

Examples of consultancy work might include: assisting with writing and production of media programs and artefacts.

NB - Candidates should not be expected to show evidence of high levels of achievement in both the fields of research/ advancement of knowledge: non-production and production.

QUALIFICATIONS

Associate Lecturer

An Associate Lecturer would usually be expected to have a BA(Hons), and to made significant progress towards the completion of a Masters degree (*or equivalent*) [*OR* have some recognised experience in media production.]

Lecturer

A Lecturer would usually be expected to have a PhD or made significant progress towards the completion of one (*OR* have a significant body of work and recognised experience in media production).

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Senior Lecturer

A Senior Lecturer would be expected to have a doctorate

Associate Professor

An Associate Professor would usually be expected to have a doctorate.

Professor

A Professor would usually be expected to have similar qualifications to an associate Professor and to have an international academic reputation and/or leadership in their field [OR have a substantial internationally recognised body of media production].

SCHOLARSHIP AND RESEARCH

Given the specific nature of International Communication as a discipline, with relatively few internationally recognised journals, scholarly publication should be understood to comprise: refereed journal articles, books, monographs and/or edited anthologies (from reputable publishers), informed audio-visual media productions, CD-Roms and other computer and/or interactive media texts. Serving as editor or the editorship of refereed journals or other periodicals with a sound reputation in the field is also included in scholarly research and publication. The initiation of successful projects such as journals or regular conferences in fields where these are lacking, should also be seen as significant contributions to the field.

An original book on a relevant topic, recognised widely within the Australian academic community could be considered equivalent to the publication of several separate journal articles.

Associate Lecturer

An Associate Lecturer would usually be expected to have produced one paper (or relevant production work) during each year of full-time appointment.

Lecturer

A Lecturer would usually be expected to have produced a considerable body of published work or media productions, and have produced one conference paper or relevant media script/production during each year of full-time appointment

Senior Lecturer

A Senior Lecturer would usually be expected to have a substantial number of authored publications, in refereed journals, and/ or books; or a substantial contribution to the media writing/ production area. A Senior Lecturer is expected to have published a book within a five year period or authored one book chapter or journal article within a 3 year period from appointment as a Lecturer Level B. A Senior Lecturer is expected to have contributed scholarly papers to academic conferences and to have edited journals and

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anthologies and/or conducted funded research resulting in publications or appropriate reports for public or private institutions or agencies.

Associate Professor

An Associate Professor would usually be expected to have a significant body of scholarly publication, usually at the rate of at least one refereed article per year and/ or one book or media script and/or production per 3-5-year period after appointment as Senior Lecturer. An Associate Professor would be expected to actively contribute to the discipline by presenting research papers at relevant conferences at the rate of 2 per year, or 1 invited paper per year. An Associate Professor should have made a significant and visible contribution to the Academy nationally or internationally as evidenced by the role played within research associations. Research conducted as part of a consultancy for government or non government organisations may constitute a major, but not extensive, component of an Associate Professor's research achievement.

Professor

A Professor would usually be expected to be able to show evidence of major standing, authority and leadership in the academic held. This authority and standing should be manifested by a considerable list of well-regarded publications in high quality, refereed journals, as well as substantial monographs (and possibly anthologies) in presses of recognised standing. Further levels of achievement might include: success in both gaining and producing substantial publications from ARC grants, the initiation and co-ordination of group research projects, participation in and organisation of major conferences or equivalent events. A Professor should have made a significant and visible contribution to the Academy internationally as evidenced by key roles played within international research associations. Alternatively, a Professor should be able to show evidence of a substantial and internationally recognised body of media writing and/or production work.

TEACHING

Members of staff should be able to demonstrate levels of teaching skills and performance by means of appropriate, recognised methods of evaluation. In such a rapidly developing field of studies as International Communication, the development of new courses and new approaches to analysing communications phenomena is considered highly desirable.

Associate Lecturer

An Associate Lecturer would usually be expected to demonstrate satisfactory levels of teaching skills and performance. Evidence for this might include: student and peer assessment, the acquisition of formal teaching skills. An Associate Lecturer would be able to demonstrate their ability to conduct appropriate and well-structured lectures, tutorials, seminars and/ or workshops.

Lecturer

A Lecturer would usually be expected to demonstrate a good level of teaching skills and performance. S/he would be able to design and convene undergraduate units, design course guides, co-ordinate appropriate screenings programs and other resources. Production-oriented Lecturers would be expected to have evidence of good teaching in

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practical media units, including preparation of relevant study guides and written unit outlines that show how production instruction is sequenced and evaluated.

Senior Lecturer

A Senior Lecturer would usually be expected to demonstrate a high level of teaching skills and performance. This should be evaluated by methods such as the observation of senior colleagues, university student assessment procedures (such as SATS or SETS schemes) and / or through the consideration of course structures, organisation and pedagogy. A Senior Lecturer is expected to have: developed new courses and new approaches to analysing communications phenomena, designed postgraduate curricula and had teaching experience in coursework Honours and / or Masters of Arts programs. A production-orientated Senior Lecturer would be able to demonstrate the ability to convene practical, workshop-related units in their field of production excellence, including administration of technical facilities and resources, and supervision of technical staff. S/he will be able to manage studio/workshop facilities and to make decisions concerning the purchase of equipment and materials relevant to these. In addition, a Senior Lecturer would usually be expected to attract and supervise research students.

Associate Professor

An Associate Professor would be expected to demonstrate a high level of teaching skills and performance. In addition to the demonstrable skills and experience of Senior Lecturer in teaching, an Associate Professor would be expected to run courses at Masters of Arts level. In addition, an Associate Professor would usually be expected to attract and supervise research students. An Associate Professor should be able to demonstrate that s/he has advanced substantially his or her candidates in the period of supervision. A production-oriented Associate Professor would demonstrate the ability to convene and co-ordinate teaching and management of facilities and resources for a coherent workshop strand and to co-ordinate and manage technical staff and resource development.

Professor

A Professor would be expected to demonstrate substantially the same teaching and performance skills and experience as for Associate Professor. In addition, a Professor would usually be expected to attract and supervise substantial numbers of research students. A Professor should have at least ten successful doctoral completions to his or her credit.

Service to the University and Community

Associate Lecturer

An Associate Lecturer would be expected to attend and contribute to departmental and Division meetings, but would not normally be expected to serve on committees outside of the department.

Lecturer

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A Lecturer would be expected to have experience in or display aptitude for academic administration (for example, in relation to timetable, enrolment and admission or publicity.) S/he would be expected to serve on Divisional committees. A production-orientated Lecturer would be expected to demonstrate successful administration of an area of undergraduate study (e.g. 200 or 300 level production workshops) and liaison with technical staff. Regular broadcasting, publication and co-operation with the media should also be taken as evidence of commitment to the broader community.

Senior Lecturer

A Senior Lecturer should be capable of acting as Head of Department in at least a temporary capacity. This entails a knowledge of the whole range of courses and units offered at both undergraduate and postgraduate levels and the ability to run the Department office and supervise the admission of students at all levels of study. S/he would be expected to serve on Divisional and/or University committees. A Senior Lecturer would be expected to have had responsibility for significant areas of undergraduate or postgraduate teaching and administration for at least two semesters and would be expected to have experience in academic administration (for example, in relation to timetable, enrolment and admission or publicity). A production-oriented Lecturer would be expected to demonstrate successful administration of an area of undergraduate study (e.g. 200 or 300 level production workshops) and liaison with technical staff.

A Senior Lecturer would be expected to demonstrate active involvement with professional associations and committees, in collaboration with fellow professionals at other higher education institutions and involvement in conference organisation and planning. Regular broadcasting, publication and co-operation with the media should also be taken as evidence of commitment to the broader community.

Associate Professor

An Associate Professor would also be expected to act as Head of Department as necessary, in a similar manner to the expectations of a Senior Lecturer. An Associate Professor would be expected to represent the Department on Division and University fora. An Associate Professor would be expected to have experience in being responsible for significant areas of undergraduate or postgraduate teaching and administration for at least two semesters.

An Associate Professor would be expected to demonstrate active involvement with professional associations and committees, in collaboration with fellow professionals at other higher education institutions and involvement in conference organisation and planning. Regular broadcasting, publication and co-operation with the media should also be taken as evidence of commitment to the broader community. In addition, editorial work for journals, media magazines, and so on, is clear evidence of community involvement, as is public events organisation, and expert contributions to advisory boards of relevant government or non-government institutions.

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Professor

As the most senior level of appointment in the department, a Professor should be one of the inspirations and one of the main guardians of its academic and professional standards. S/he would be expected to show managerial and leadership skills of the highest order in the research, teaching and administrative work of the department the School and the university. It would be expected that a Professor have experience as Head of Department or Head or Acting Head of Division. A Professor would be expected to serve effectively on university committees and be prepared to chair such committees. It may also be expected of a Professor that s/he, would have demonstrated concern for the careers of post-graduates and other staff through mentoring relationships. In addition to the sort of community service expected of an Associate Professor, a Professor would be expected to be able to represent the discipline outside of the university, at national and (where appropriate international levels. This might be demonstrated in activities such as leadership in national or international bodies associated with the department's work and with developing international and/or industry links and programs.