



**MASSEY UNIVERSITY**

**Te Pou Aro Kōrero**

**School of Communication, Journalism & Marketing**

**219.311**

# **Communication Internship for International Students**

**Study Guide, 2019**

**Acknowledgements:** The originator of the 219.311 Communication Internship course is A/Prof Elspeth Tilley, formerly of the School of Communication, Journalism & Marketing. Subsequently this study guide has also benefitted from the input of A/Prof Margaret Brunton, Dr Andrew Chrystall, Dr Chris Galloway, Dr Susan Fountaine, Dr Elena Maydell and Prof Frank Sligo, School of Communication, Journalism & Marketing.

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## **Introduction**

Welcome to 219.311 Communication Internship. This course provides credit towards the Bachelor of Communication and other degrees and is delivered by Te Pou Aro Kōrero, School of Communication, Journalism & Marketing (CJM). You can visit our School homepage at: <http://communication.massey.ac.nz/> to learn more about CJM staff and their areas of expertise.

The School's Facebook page is here: <https://www.facebook.com/MasseyCJM/> - we'd love you to upload your photos and stories from your NZ national *Image and Identity Tour* and your Wellington internship experience.

We hope that your internship experience is a great one and helps you to develop the skills and critical thinking facilities that employers seek and which will serve you well in your future career. Please give us your feedback throughout the course and at the end. We will welcome your thoughts on your internship experience.

### **Course Co-ordinator, Wellington Campus, Distance Learning and International Block Course**

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I am a Professor of Communication in Te Pou Aro Kōrero, the School of Communication, Journalism and Marketing (Wellington). I have taught postgraduate courses at Massey University, Pennsylvania State University, the University of Macau, Northeast Normal University in Changchun, Jilin Province, China, and on behalf of Massey University in Shenzhen, China. I've taught undergraduate courses at Massey University, Winthrop University in South Carolina, and also at Penn State and Northeast Normal University. My qualifications include a Master of Business Studies (Hons) and a PhD in Management and Communication.

Beyond the University, I have worked in a research capacity for clients such as IBM, the New Zealand Police (the Traffic Camera Office and Police Communications), Presbyterian Support, Inland Revenue, Air New Zealand, BNZ, ANZ, businesses within Telecom Corporation, including Telecom Directories Ltd and Telecom Networks and Services Ltd. My research has been funded by the Foundation for Research, Science and Technology, the Department of Labour/ MBIE and the NZ Health Research Council and the Ministry of Health.

## **Workplace and Academic Supervisors**

Each intern will have two supervisors, one being a workplace mentor whom you interact with in respect of your internship activities. You will also have a Massey academic supervisor from Te Pou Aro Kōrero, CJM. This person's role is to stay in touch with you during the course of your internship, to answer questions you may have of an academic nature, and to grade your three assignments.

As a systematic record of your Internship supervisors, write their contact details here:

### **Workplace Supervisor**

Supervisor:

Email:

Phone:

Office:

### **Academic Supervisor, Te Pou Aro Kōrero, CJM**

Supervisor:

Email:

Phone:

Office:

## **Scope of the Course**

This course provides you with a period of workplace experience. It helps you to integrate that experience with knowledge of communication, marketing or related theory you have gained so far during your degree.

## **Internship Learning Outcomes**

The assignments in this course enable you to integrate your learning as you actively reflect on theory and workplace practice. You critique the theory you have learned during your degree in the light of what you see at work. Then similarly you evaluate organisational practice in the light of good quality communication, marketing, or related theory derived from your studies.

The internship prepares you to apply your communication studies after graduation by helping you to employ your degree-long learning to areas so that you become able to:

1. Describe, analyse and critique workplace communication processes using academic concepts and theoretical terminology
2. Use new information and methods from workplaces or organisations to evaluate, critique and develop communication, marketing or related theory
3. Develop skills in solving problems using skills or knowledge from your studies
4. Practise preparing evaluative academic case studies based on workplace observation and involvement.

## **Learning Experience and Length of Internship**

Interns are placed in Wellington-based organisations within public, private, and NGO sectors. Your internship also gives you the opportunity to demonstrate your communication or marketing achievements in your resume when you return home.

Each placement will be four weeks in duration. Interns will attend their host organisation on a full-time basis, usually 35 hours per week. It is up to each intern to discuss with their host the optimal schedule of hours for their particular situation.

During your internship you also should ensure you have planned for which assignments you have due after the placement, and when they are due. By the end of the placement you should have completed preliminary drafts of all three of your required assignments for this course.

## **Type of Placement**

The range of internships offered can vary, but may include communication or media consultancies or communication roles within companies, government departments, state-owned enterprises, non-government organisations (NGOs), not-for-profit groups, arts groups, etc. All of these provide opportunities to experience workplace communication processes, particularly interpersonal and organisational communication in action.

Please remember that internship placement is a privilege and you are expected to be an excellent ambassador for your home university and for Massey during your time as an intern. Using the Internship Placement Form you will already have provided a comprehensive and accurate list of your skills, experience, and interests which will enable us to identify the best match for you from the available pool of potential hosts at the time.

### **Breadth of Your Likely Workplace Experience**

The range of situations that you may encounter in an internship placement will of course vary. They may include challenges such as managing time, dealing with stress, adapting to different leadership styles and workplace behaviours, negotiating ethical dilemmas, understanding interpersonal and organisational communication systems, or working with challenging people. During your placement you consult theory-based teaching and learning materials that you may have already studied at your home university to ensure that you analyse workplace processes successfully and respond to them professionally.

### **Likely Outcomes**

Your workplace experience is unpredictable and may not be exactly what you expect. Some workplaces permit you to become heavily involved in on-site processes. Others do not. Both experiences are valuable: if you are not involved heavily in hands-on work you can devote more time to participant observation. Most students who complete an internship find that they have enjoyed the opportunity to test communication theory in practice and that they are now considered more employable by employers seeking work experience. Almost all find the opportunity to critique theoretical learning against workplace realities, and vice versa, to be an enlightening challenge.

### **Expectations**

Once placed you must remember at all times that you are a representative of and ambassador for Massey University, for your home university, and for your own country. You must be professional, punctual, reliable, responsible, and accountable for your own behaviour. However academic supervisors or the Head of School may terminate an intern's placement at any time, should they feel that the University's best interests are not being served.

Your placement confirmation will include information about the internship organisation, an outline about your project or other work that your host enterprise may have in mind for you, and contact details for your workplace supervisor. As soon as your placement has been confirmed you are expected to familiarise yourself with the organisation and contact your supervisor to introduce yourself.

**During the internship you are expected to attend weekly review meetings with Massey programme staff and students. In these meetings you will share and reflect on your internship experiences to-date. They provide an additional opportunity for you to address questions or concerns regarding your internship.**

### **Reading Prior to Your Internship**

Ensure you do some reading prior to your internship in order to learn how to get the most out of your experience. Some useful sites are:

Coelho, Y. (n.d.). 5 things you can gain from an unpaid internship. Downloaded 26 November 2018 from <http://www.lifehack.org/articles/work/5-things-you-can-gain-from-unpaid-internship.html>

Glass, A. (2010). 10 ways to be a successful intern. University of Washington. Downloaded 26 November 2018 from <https://ulife.vpul.upenn.edu/careerservices/blog/2011/06/24/10-ways-to-be-a-successful-intern-tips-from-a-fellow-student/>

Xu, E. (2014). The 6 most important internship tips & takeaways. Rasmussen College. Downloaded 26 November 2018 from <http://www.rasmussen.edu/student-life/blogs/main/6-most-important-internship-tips/>

How to be a good intern. (n.d.). Downloaded 26 November 2018 from Carleton University.  
<https://apps.carleton.edu/career/assets/number17comic13.pdf>

Han, L. (2015). Soft skills list – 28 skills to working smart. Downloaded 26 November 2018 from <https://bemycareercoach.com/soft-skills/list-soft-skills.html>

Hay, S. (2016). How to ace your internship with a gratitude attitude. Downloaded 26 November 2018 from <http://www.plasticitylabs.com/how-to-ace-your-internship-with-a-gratitude-attitude/>

McNerney, T. (2012). Challenges faced by interns. Downloaded 26 November 2018 from <http://tarancnerney.hubpages.com/hub/Challenges-faced-by-interns-Problems-commonly-found-in-internships>

In addition to becoming familiar with these sources, during your internship you will need to revisit the full range of communication, marketing or related materials you have so far encountered in your degree. In particular, refer to any textbooks or other resources that apply to the specific communication role or type of workplace you are placed in.

## **Assessment and Assignments**

Your internship workplace supervisors will be asked to fill in an online report on how they regarded your internship period. However, the workplace supervisor will not formally assess any written component of your academic assessment which is shown below.

The three formal assignments that comprise your final grade for this course are:

<b>Assessment Type</b>	<b>Weighting</b>	<b>Due Date</b>	<b>Link to Learning Outcomes</b>
<i>Consultant's Report</i>	40%	22 July 2019	LOs 1, 3
<i>Interview and Report</i>	30%	29 July 2019	LOs 1 – 3
<i>Individual Presentation</i>	30%	5 August 2019	LOs 1 – 4

## **Staying in Touch with Your MU Academic Supervisor**

It is important for you to stay in contact with the Massey academic supervisor who has been allocated to you. Each day you are with your internship host organisation you need to write up to about 200 words of concrete description of what you have done or encountered. Think in terms of the journalistic *who, what, where, when, how, why* questions. That is, write down some details about whom you were communicating with, about what, etc. Give some thought to what you learned this day about the communication channels, goals, and practices that you observed within your workplace or between your workplace and its external audiences. During each day make brief rough notes of what you observe. At the end of each day convert these rough field notes to clean, succinct prose ready to email to your Massey academic supervisor.

Email your daily field notes to your **Massey academic supervisor** before 10.00 pm each day of your placement. Ensure that you keep a permanent record of each message sent. Keep these messages in one chronological file. If your supervisor wants to comment on what you have told them, they may email you with some feedback. The purpose of your doing this is to ensure that your academic supervisor stays in touch with what is happening during your workplace experience.

You will also find this process helpful when it comes to preparing your three assignments. Your collection of field notes will serve as a comprehensive account of what you encountered in the host organisation and suggest possibilities of what you might choose to focus on in your assignments.

### **Assignment One: *Communication Consultant's Report***

<b>Weighting:</b>	40%
<b>Due Date:</b>	22 July
<b>Length:</b>	Up to 2000 words

In this assignment you build upon the informal observations you made and thoughts you put into your diary field notes and sent to your academic supervisor to produce a report as if for an audience comprising your placement host. You write as if you were a communication or marketing consultant providing guidance to your placement organisation. You are aiming to use your knowledge of communication, marketing or related theory to produce useful conclusions and recommendations in language accessible to a professional audience. Your report should identify a problem (or opportunity) but it also should be positive, tactful, and constructive in its approach.

Choose one issue or aspect of the communication, marketing or related issues that you noted in your field notes as capable of improvement or where you can see an opportunity. Be positive and talk about existing strengths of your internship workplace and ways they can build upon or enhance those strengths productively. “Opportunities” tend to be more persuasive to your readers than their “problems”. Using formal report style and layout, and diplomatic language that shows you are sensitive to others’ likely concerns, describe the nature of the problem you have identified, explore its origins and implications, arrive at conclusions and make recommendations, based on your knowledge of and research into the kind of communication or marketing issue you have in mind. Visit this useful guide to using positive language: <http://work911.com/articles/poslan.htm>.

Do not use actual names of workplace personnel. You should decide if you want to use the actual name of the organisation you have in mind or a made-up name.

Your own personal experiences will give you insights into your host enterprise, but also try to supply objective evidence to back up your conclusions and recommendations. Do some research in your topic area to see if others have had similar ideas or if there are studies in the area of the recommendations you are making. Undertake a web search, consult with one of the Massey campus librarians, and use citations to support your points.

You should ensure that you draw upon academic sources to support your thinking, but it is important for you to present these in a way that is accessible for an employer audience. Incorporate your academic sources into your sentences rather than using footnotes. Use plain language and make it very clear how the academic source you are citing illuminates the situation at hand, offers best practice guidelines, or helps to resolve difficulties.

**Maximum of 2000 words. Please include a word count at the end of your assignment.**

Start each of these eight sections on a new page:

1. The **Title Page** has full descriptive report title, your name and student ID, date, the name or pseudonym of the host enterprise, number and name of this course, the number and name of this assignment.
2. The **Executive Summary** provides a brief overview of your report's objectives and your main findings.
3. The **Table of Contents** includes page numbering.
4. The **Introduction** sets the scene and context for your report. It specifies your report objectives though it does not specify any conclusions or recommendations.
5. The **Discussion** may have several sections and it is the only part of your report in which you include references to academic theory (other than your References section at the end). It is important for this section to be based on factual data such as what you observed at work, rather than on hearsay. That is, you need to be able to justify any statements you make about the workplace on the basis of your own observation or other strong evidence.
6. The **Conclusions** section concisely identifies main findings in numbered, prioritised form. Rank them from most to least important, referring only to the present situation, not to any possible future.
7. The **Recommendations** section spells out economically the main steps you think your host enterprise could reasonably take to address the issues identified in the conclusions. Like your conclusions, your recommendations also appear in numbered form, ranging from most to least important. Keep your recommendations realistic, in line with what you think your host enterprise can actually do. For example, given normal economic pressures on organisations, there is usually no point in advising it to hire extra staff. Recommend solutions that are within the capabilities of your organisation. Do not include references to the literature in either your conclusions or recommendations sections.

If you are uncertain about the difference between conclusions and recommendations, one important difference is that conclusions refer to the past or the present, what is currently the situation in your host organisation. In contrast, recommendations refer to the future, what you think ideally should happen differently from now on.

8. The **References** provide full citations of the academic literature you have employed in your discussion section. APA style is preferred, but if your home university has trained you in a different style, you are welcome to use that, so long as you use just one style consistently.

## Spelling

In reading this study guide you will have noticed that NZ spelling differs somewhat from US spelling (organization-organisation; program-programme; labor-labour, etc.). Or in NZ, practice is the noun, while practise is the verb. You are welcome to use either US or NZ spelling in your assignments – but be consistent in using either one, not both in the same assignment!

## Massey University Library Support

Be aware that Massey University Library staff on the Wellington campus are available and happy to assist you. Full contact information and Library hours are available on the Library Web site: [http://www.massey.ac.nz/massey/research/library/library\\_home.cfm](http://www.massey.ac.nz/massey/research/library/library_home.cfm) or you can drop in to Wellington Campus Library, Block 5, 63 Wallace Street, Wellington.

See other ways to contact the library at: [http://www.massey.ac.nz/massey/research/library/help-and-instruction/contacts--help/contacts--help\\_home.cfm](http://www.massey.ac.nz/massey/research/library/help-and-instruction/contacts--help/contacts--help_home.cfm)

Massey University also offers a lot of online support for your assignments via its **OWLL (Online Writing and Learning Link)** Website that will assist you with your academic writing and study. Through it all Massey students can access an extensive range of resources about study skills, assignment writing, referencing, exam skills, FAQs and basic Word formatting. Go to <http://owl.massey.ac.nz> for more information. On that site a large collection of handouts is available on topics ranging from the correct way of referencing to effective exam strategies. View these online at <http://owl.massey.ac.nz> or request a hard copy if you do not have Internet access.

From this Massey University site you can download a free 114-page e-book on academic writing, APA referencing and academic study: <http://owl.massey.ac.nz/main/academic-writing.php>

The Wellington Campus has a **Centre for Teaching and Learning**. You are welcome to book an appointment to see an advisor by contacting: Centre for Teaching and Learning, Centre Administrator, phone 04 8015799 extn: 63389, Email: [ctlwel@massey.ac.nz](mailto:ctlwel@massey.ac.nz)

Massey's **Disability Services** have offices and staff on the Albany, Manawatū and Wellington Campuses. Students with disabilities are encouraged to phone 0800 Massey (0800 627 739) and ask to be put through to Disability Services or email: [disinfo@massey.ac.nz](mailto:disinfo@massey.ac.nz).

Before handing in your report, check it carefully for spelling, grammar, and presentation. It could be a useful addition to your portfolio of university achievements so make sure it is error-free and represents you as well as possible. Ensure that your tone throughout is courteous and respectful towards organisational personnel. Check that your headings are as short and logical as they can be. Is the tense of verbs consistent throughout? Is everything referenced? See the marking guide below for more detail about how this assignment will be graded. Submit your report in **MS Word** format not as a PDF.

**NB:** If you wish your workplace host to see this report, ensure you consult with them about the topic and content to ensure it meets their needs. However, hand in your assignment to your academic supervisor for grading BEFORE submitting a final copy to the workplace. You need to correct the report, based on academic feedback, before showing the host employer a clean copy. Your academic supervisor will tell you when they consider your report ready for sharing with the workplace.

## Marking Guide for Assignment One, Communication Consultant's Report

E = Excellent

VG = Very Good

G = Good

S = Satisfactory

NW = Needs Work

		E	VG	G	S	NW
Table of contents	Lists all sections in the report, as well as any specifying any table or figure in the report, along with their page references					
Executive summary	Previews the main points of your report, providing a clear overview of what you later communicate. The executive summary should contain enough information for a reader to become sufficiently familiar with your report so there are no substantial surprises in it on a fuller reading.					
Introduction	Briefly details the context and subject of the report and defines the objectives of the report. It outlines the scope of what you are addressing and comments on the report's limitations and assumptions.					
Discussion (body of report)	Discusses the key communication challenges in the workplace that you encountered and suggests theory-based approaches that help or may have helped resolve communication issues. Shows ability to problem-solve using academic theories and concepts. Cites academic sources that would be useful in the described situation and shows how and why they assist with the communication issues. Explains and supports conclusions and justifies recommendations. Shows effects of current situations and potential benefits from your recommendations. Is divided into numbered sections with headings.					
Conclusions	Relates to the aims in the introduction and comprises a list of numbered points. Shows major conclusions first, then less important ones. Is short but identifies major <b>present</b> issues in the enterprise.					
Recommendations	Suggests <b>future</b> and desirable actions based on evidence from your discussion and conclusions. Are numbered and arranged in order of importance. Thoughts are briefly expressed and stated in constructive, tactful language.					
Language & presentation	Error-free spelling, grammar and appropriate vocabulary. Good sentence and paragraph variety and structure. Proofreading is well done so that typos are eliminated. Layout provides clarity, including headings and subheadings. Assignment does not exceed 2000 words. Language is appropriate for intended audience.					
References	All information is attributed to credible, accurate research sources using consistent style such as APA. References indicate good depth and breadth of research by writer in interpreting communication or marketing practices.					

## **Assignment Two: *Interview and Report***

**Weighting:** 30%

**Due Date:** 29 July

**Length:** Maximum 1500 words

1. Identify at least one valuable contribution you believe you have made to your host enterprise. This might be undertaking or completing a project, providing a fresh perspective, suggesting some new ideas, etc. from which you think your host enterprise has benefitted.
2. During your time with your host organisation interview your workplace mentor or any other senior or knowledgeable person there. Record some direct quotations from them as to what they think the nature of the benefit or positive outcomes from your time in their organisation has been from their perspective.
3. The university has a talent release form which you and your workplace mentor will each need to sign if you are both happy to publicise how your internship has made a useful contribution to the host enterprise.
4. Imagine that you are counselling a student who might be a future intern in this particular workplace. Provide them with written suggestions as to what they might expect, how they might prepare for their internship, or what their particular contribution could be.
5. Connect the contribution or benefit you have provided to theory of some kind using any appropriate academic literature. For example, can you find evidence that the Millennial/ Net generation has a different way of seeing or different kind of contribution to make to communication activities at work? Or does the literature of communication such as possibly cross-cultural communication or innovation at work give you any insights into ways in which you have supported the aims of your host enterprise?

Use APA or some other style you are familiar with consistently to reference your academic sources.

**Maximum of 1500 words. Please include a word count at the end of your assignment.**

## **Marking Guide for Assignment Two, Interview and Report**

E = Excellent      VG = Very Good      G = Good      S = Satisfactory    NW = Needs Work

		E	VG	G	S	NW
Quality of your description	Your account of your contribution shows how well you were engaged with relevant workplace processes and your ability to identify ways in which you supported the enterprise during your time there.					
Self-awareness	You demonstrate insights into your time as an intern and you provide some indications of your understanding of relevant workplace communication or marketing goals, processes, issues, challenges or obstacles as they arose.					
Interviewing abilities	You demonstrate your ability to plan an effective interview with a workplace representative, to design and ask appropriate questions, then edit what you learned from this interview, presenting this information in a way that is well suited to the reader.					
Advice to future interns	Your advice to possible future interns demonstrates your ability to appraise how well the enterprise supports its interns. It also shows your ability to bridge between your experience there and what other interns should expect to encounter.					
Use of appropriate literature	You employ literature that successfully sheds light on either or both of what you believe you contributed or what your workplace interviewee had to report. You show ability to use accurate academic and theoretical terminology.					
Analysis	You demonstrate your ability to apply academic theories and concepts to analysing and understanding your contribution in the workplace.					
Academic grounding & referencing	You apply academic sources to what you have described and use them to explore it. In-text references and References page use APA or some other style you are familiar with consistently					
Language	Spelling, grammar and appropriate vocabulary, sentences, paragraphs. Proofreading, typos, semantics					
Presentation	You take care with overall presentation of work and pay attention to detail. Word count is not exceeded.					

Grade:                  Comments:

### **Assignment Three: *Individual Presentation and Written Commentary***

<b>Weighting:</b>	30%
<b>Due Date:</b>	5 August – Completion of printed version of slides and commentary
<b>Length:</b>	Maximum 1000 words (part two of this assignment)

This assignment is in two parts. **Part one** is your delivery for 5-6 minutes of a spoken presentation to an audience in which you publicly discuss your time in the organisation in front of an invited audience. This audience may include representatives from your host enterprise if they are able to attend.

Your presentation and your commentary on it count for 30% of your final grade so it needs to be more formal than informal in tone. Give careful thought about how to create a strong presentation. Undertake some online study of how best to convey your thinking publicly to an audience in an effective and compelling way.

**Part two** of this assignment is your written commentary and reflection on your presentation. In your spoken part one 5-6 minute presentation you will probably not have time to incorporate relevant theory to help you to reflect on your experience as an intern, but it is desirable for you to do so in your written part two. This part two section may thus enable you to make some reference to relevant communication, marketing, cross-cultural, or other relevant theory.

Your first assignment, the Communication Consultant's Report, enabled you to collect your thoughts about some of the strengths and weaknesses of the enterprise as you encountered it. Then in this last assignment you have the opportunity to build on what you have earlier said, probably from a more personal perspective. Give thought to particular insights you may have gained. If you have undertaken an earlier internship anywhere, how might this one have been different?

Basically your presentation needs to answer two questions: *What did I learn? What did I contribute?* In such a short talk you will not be able to cover everything you learned or contributed, but try to sum up the essence of what you think were the highlights for you.

**Maximum of 1000 words for this assignment's part two. Please include a word count at the end of your assignment.**

If two interns are located in the same host enterprise you can collaborate to design and deliver a joint presentation and also collaborate on a joint assignment part two.

In this case your time limit for the presentation becomes 10 minutes rather than 5-6 minutes, and your allowable word count for your assignment part two will be 1500 words not 1000 words. In this instance each person will receive the same grade for your shared assignment.

## Marking Guide for Assignment Three, Individual Presentation and Written Commentary

E = Excellent      VG = Very Good      G = Good      S = Satisfactory      NW = Needs Work

		E	VG	G	S	NW
Quality of your description	Your account of your time in this enterprise shows how well you were engaged with relevant workplace processes and what you believe you got from this experience.					
Self-awareness	You demonstrate insights into your time as an intern and provide some indications of how you adapted to this challenge. You may show an ability to refer tactfully to any difficulties, obstacles or cultural differences that were new to you and how you responded to them as they arose.					
Your learning	You may provide some reference to what you learned – this might be to do with new professional skills, new cross-cultural insights, new insights into yourself, or new ways of seeing your own culture.					
Presentation skills	You show a relaxed but professional ability to convey ideas effectively and you demonstrate your capability in allocating your time. You show your understanding of how to pitch your message to the people attending this event.					
Use of appropriate literature	In your assignment <b>part two</b> you employ literature that successfully sheds light on either or both of what you believe you contributed or what your workplace interviewee had to report. You show ability to use accurate academic and theoretical terminology.					
Academic grounding & referencing	In your <b>part two</b> section you use appropriate academic sources to explore what you have described. In-text references and Reference page use APA or some other style you are familiar with consistently.					
Language	You show care with spelling, grammar, appropriate vocabulary, sentence and paragraph structure, good proofreading, and an absence of errors. You stay within your word count.					

Grade:

Comments:

## **Communication Internship FAQs**

### **How should I conduct myself during the placement?**

You should remember at all times that an internship placement is a privilege. Not only are you responsible for your own reputation, you will also have an impact on the reputation of Massey University and its past and future students, along with your home university and country. Presenting yourself as a well-informed, hardworking, eager and responsible person is essential for the future well-being of the internship programme. We rely upon you to ensure that the reputation of the Communication programme and the University is strengthened rather than undermined.

### **What are my ethical responsibilities?**

Confidentiality is crucial, both within and outside the workplace. You should be completely discreet at all times and remember that gossip should not be repeated. You may form your own opinions about your workplace, but do not be publicly negative. If you have problems please discuss them with your academic supervisor immediately and they will assist you to work out how you should handle these problems.

Hence everything you observe in the workplace is *strictly confidential*, with the exception of the information you provide to your academic supervisor (who will also keep it confidential), and the insights you provide about the workplace in your consultant's report.

### **Will the internship lead to a job?**

There is absolutely no guarantee or undertaking whatsoever, by either placement hosts or Massey University, that an internship will lead to an offer of work. The purpose of undertaking an internship is to better equip you to understand the value and relevance of your academic learning to workplace situations. It will also help you to develop your abilities to adapt your academic learning to workplace realities and integrate practice and theory. All of these skills make you more employable, but there is no expectation that the internship will necessarily lead directly to a job.