MECO801

Social Media, Law and Ethics

S1 Day 2014

Dept of Media, Music & Cultural Studies

Contents

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General Information

Unit convenor and teaching staff
Unit Convenor
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Credit points
4

Prerequisites
Admission to MFJ or MA in Media Law and Culture

Corequisites

Co-badged status

Unit description
This unit will give students an advanced understanding of key legal and ethical issues that are relevant to media practice and journalism in the contemporary media landscape. It will offer students without a law background a practical understanding of the legal principles that underpin key emergent areas of online and social media regulation with a focus on how the law is evolving to deal with new technologies and platforms. Students will also gain a sophisticated appreciation of the ethical framework that underpin regulation, co-regulation and self-regulation and their rationale. The unit will engage students in complex critical reflection about the contemporary media, law and ethics.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Analyse the key laws that regulate social and online media practice in Australia

Apply an ethical and critical reflection to social media practices

Apply advanced knowledge of legal and ethical principles to social media practice

Discriminate between the different and evolving regulations and laws around new social media technologies

Summarise and evaluate how these laws affect contemporary media content production

Assessment Tasks

Name	Weighting	Due
Presentation	20%	Ongoing
Seminar paper	30%	Ongoing
Final essay	50%	16/6/2014

Presentation

Due: **Ongoing**
Weighting: **20%**

You will be asked to present a 15 minute paper on one of the readings at a seminar. Detailed instructions will be posted to iLearn.

On successful completion you will be able to:
- Analyse the key laws that regulate social and online media practice in Australia
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Seminar paper

Due: **Ongoing**
Weighting: **30%**

Following your seminar presentation you will prepare a 1,500 word paper drawing on your presentation and using other scholarly and journalistic resources. Detailed instructions will be posted on iLearn.

On successful completion you will be able to:
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Final essay

Due: **16/6/2014**

Weighting: **50%**

This essay will allow you draw on and unpack key critical ideas you have encountered in this unit. Detailed instructions will be posted on iLearn and discussed at length in our seminars.

On successful completion you will be able to:

- Analyse the key laws that regulate social and online media practice in Australia
- Apply an ethical and critical reflection to social media practices
- Apply advanced knowledge of legal and ethical principles to social media practice
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Delivery and Resources

There is a course reader for sale at the university Coop bookstore. You need to check iLearn for additional resources on a weekly basis.

Unit Schedule

Week One (March 3)

Introduction to unit, assessment and approach to learning

Week Two (March 10)

Introduction to Legal and Ethical Frameworks

Week Three (March 17)

Contempt of court laws and social media

Week Four (March 24)

Copyright laws and social media

Week Five (March 31)

Privacy laws, principles and social media

Week Six (April 7)

Defamation, freedom of speech and social media

Week Seven (April 28)

Media content regulation and social media

Week Eight (May 5)

Online vitriol, hate speech and cyberbullying in social media

Week Nine (May 12)

Celebrities, self and product promotion and social media

Week Ten (May 19)

Pornography, offensive content and social media

Week Eleven (May 26)

Wikileaks, national security and social media

Week Twelve (June 2)

Review of course and discussion

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy.html

Grading Policy http://mq.edu.au/policy/docs/grading/policy.html

Grade Appeal Policy http://mq.edu.au/policy/docs/gradeappeal/policy.html

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://informatics.mq.edu.au/help/.

When using the University's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Analyse the key laws that regulate social and online media practice in Australia
- Apply advanced knowledge of legal and ethical principles to social media practice
- Discriminate between the different and evolving regulations and laws around new social media technologies

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Apply an ethical and critical reflection to social media practices
- Apply advanced knowledge of legal and ethical principles to social media practice
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PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Apply an ethical and critical reflection to social media practices
- Apply advanced knowledge of legal and ethical principles to social media practice
- Summarise and evaluate how these laws affect contemporary media content production

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcome

- Apply advanced knowledge of legal and ethical principles to social media practice

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Analyse the key laws that regulate social and online media practice in Australia
- Apply an ethical and critical reflection to social media practices
- Apply advanced knowledge of legal and ethical principles to social media practice

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Analyse the key laws that regulate social and online media practice in Australia
- Apply an ethical and critical reflection to social media practices
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