SOC 279

Sociology of Media

S1 Day 2014

Sociology

Contents

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff
Unit Convenor
Justine Lloyd
justine.lloyd@mq.edu.au
Contact via justine.lloyd@mq.edu.au

Credit points
3

Prerequisites
12cp

Corequisites

Co-badged status

Unit description
This unit examines the consequences of living in a world where mediated forms of communication have replaced many forms of face-to-face communication. Through a survey of key thinkers in the sociology of media and communication you will examine questions such as: How do new media technologies impact society? How are media shaped by social structures? Is watching television a ritual activity? What kinds of community are possible via the internet? These topics are used to illustrate how key concepts in sociology – such as change, modernity, self, community, and sociability – can be applied to the study of media contexts.

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:

developed an understanding of debates about communication media and how they shape social life

critical thinking and application of different sociological approaches, both theoretical and empirical, to the study of media and society

identify and discuss key terms in the sociology of the media

research skills in the planning and construction of a major essay in the sociology of the

media and competency around the construction and presentation of a cohesive argument

Critical engagement with other students' ideas through structured discussions

Assessment Tasks

Name	Weighting	Due
Tutorial Participation	20%	Ongoing
Reflection on Weekly Responses	20%	5pm Friday Week 4
Essay Plan	20%	5pm Friday Week 9
Research Essay	40%	5pm Friday Week 13

Tutorial Participation

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

In class response to set readings, 5 minutes max (2-3 students per week), beginning in week 4.

As well as regular, general participation in the discussion based on the weekly readings, you will participate in group work during the tutorials. This will involve structured discussion and exercises. Your overall mark for the task will reflect your preparation for tutorials, as well as your engagement with the in-class exercises.

On successful completion you will be able to:

- developed an understanding of debates about communication media and how they shape social life
- critical thinking and application of different sociological approaches, both theoretical and empirical, to the study of media and society
- Critical engagement with other students' ideas through structured discussions

Reflection on Weekly Responses

Due: **5pm Friday Week 4**
Weighting: **20%**

One page (250 words) based on contributions to tutor-moderated online forum (200 words per week, ongoing weeks 1-4)

At the end of the online reading response exercise, you will select what you think was your best entry, print it out and write up a one page (250 words) piece accompanying this text, answering the following question:

Q: What have you learned about the term 'media' from this exercise?

For further details on this assignment please see the expanded **Course Notes** available on the SOC 279 Ilearn site.

On successful completion you will be able to:
- developed an understanding of debates about communication media and how they shape social life
- critical thinking and application of different sociological approaches, both theoretical and empirical, to the study of media and society
- identify and discuss key terms in the sociology of the media
- Critical engagement with other students' ideas through structured discussions

Essay Plan

Due: **5pm Friday Week 9**
Weighting: **20%**

Essay plan should be maximum of 500 words (2 pages) and include a preliminary bibliography.

This exercise is designed to give you the opportunity to develop a focused response to your chosen question and to get feedback on an outline of your approach to the essay. You may set it out as dot-points, or as a brief capsule summary of your ideas.

For further information and instructions on this assignment, please see the expanded **Course Notes**, available on the SOC 279 ilearn web site.

On successful completion you will be able to:
- developed an understanding of debates about communication media and how they shape social life
- identify and discuss key terms in the sociology of the media
- research skills in the planning and construction of a major essay in the sociology of the media and competency around the construction and presentation of a cohesive argument

Research Essay

Due: **5pm Friday Week 13**
Weighting: **40%**

An original research essay (2000 words) on set topics covering themes and issues discussed in the course.

For a list of topics and marking criteria for the essay, please see the expanded **Course Notes** available on the SOC 279 ilearn web site.

On successful completion you will be able to:

- developed an understanding of debates about communication media and how they shape social life
- critical thinking and application of different sociological approaches, both theoretical and empirical, to the study of media and society
- identify and discuss key terms in the sociology of the media
- research skills in the planning and construction of a major essay in the sociology of the media and competency around the construction and presentation of a cohesive argument
- Critical engagement with other students' ideas through structured discussions

Delivery and Resources

In this unit attendance at lectures and tutorials is essential for successful completion of the course.

Please consult the timetable for the latest information on lecture and tutorial times and locations.

You will need to enrol in one of the tutorial sessions.

You will also need access to the internet to access the ilearn site for SOC279.

Copies of the required Course Reader for SOC279 will be available for purchase at the CO-OP Bookshop at Macquarie University

The delivery of this unit has not changed since 2013.

Unit Schedule

WEEK	LECTURE TOPIC
Week 1	Introduction to Media Sociology/New Media
Week 2	Sociological Approaches to Media
Week 3	Media Communications and Social Change I
Week 4	Media Communications and Social Change II
Reflection on reading assignment (weeks 1-4)	**due 5pm Friday end of Week 4**

Week 6	Mediated Interaction
Mid-semester Break: 14-25 April	*including Easter break and ANZAC Day*
Week 7	Case study: News, Ideology and Propaganda
Week 8	Case study: Race & ethnicity
Week 9	Case study: Gender
	Case study: Accessibility/Disability
Essay Plan Assignment	**due 5pm Friday end of Week 9**
Week 10	Case study: Media Regulation & the role of the Ombudsman
Week 11	Conclusion: Is there a '21st Century Interaction Order'?
Week 12	No lecture: Reading week incl. Individual consultation with lecturer/tutor on your essay plan (during week 11 you will have made an appointment to collect your plan in person during the consultation time this week)
Major Essay	**due end 5pm Friday end of Week 13**

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_managemen t/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/p olicy.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://stu dents.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/hel p/.

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

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- critical thinking and application of different sociological approaches, both theoretical and empirical, to the study of media and society
- Critical engagement with other students' ideas through structured discussions

Assessment tasks

- Tutorial Participation
- Reflection on Weekly Responses

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- developed an understanding of debates about communication media and how they shape social life
- identify and discuss key terms in the sociology of the media

Assessment tasks

- Reflection on Weekly Responses
- Research Essay

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate

and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- developed an understanding of debates about communication media and how they shape social life

- critical thinking and application of different sociological approaches, both theoretical and empirical, to the study of media and society

- research skills in the planning and construction of a major essay in the sociology of the media and competency around the construction and presentation of a cohesive argument

Assessment tasks

- Tutorial Participation

- Reflection on Weekly Responses

- Essay Plan

- Research Essay

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- developed an understanding of debates about communication media and how they shape social life

- critical thinking and application of different sociological approaches, both theoretical and empirical, to the study of media and society

- research skills in the planning and construction of a major essay in the sociology of the media and competency around the construction and presentation of a cohesive argument

Assessment tasks

- Tutorial Participation
- Reflection on Weekly Responses
- Essay Plan
- Research Essay

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- critical thinking and application of different sociological approaches, both theoretical and empirical, to the study of media and society
- research skills in the planning and construction of a major essay in the sociology of the media and competency around the construction and presentation of a cohesive argument

Assessment tasks

- Tutorial Participation
- Reflection on Weekly Responses
- Research Essay

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- critical thinking and application of different sociological approaches, both theoretical and empirical, to the study of media and society
- research skills in the planning and construction of a major essay in the sociology of the media and competency around the construction and presentation of a cohesive argument

- Critical engagement with other students' ideas through structured discussions

Assessment tasks

- Tutorial Participation
- Reflection on Weekly Responses
- Essay Plan
- Research Essay

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcome

- Critical engagement with other students' ideas through structured discussions

Assessment task

- Research Essay

Course Updates

In response to student feedback, in 2014

- new readings were added for weeks 8 & 11;

- a new topic was added for week 11, which reflects on the issues raised by the course as a whole in relation to contemporary society;

- the process for adding responses to the online forum in Weeks 1-4 was changed to allow all students to see eachothers' responses before posting.

The lecturer and tutor wish to thank all students who contributed to this process for their ongoing input and thoughtful ideas.