

# **MAS 105**

# **Media Cultures**

MQC1 Day 2014

Dept of Media, Music & Cultural Studies

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#### 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

Moderator

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**Unit Convenor** 

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Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

This unit assesses some of the major transformations and continuities in the media environment of the early twenty-first century. Topics covered include: technological convergence; global media flows; regulation and ownership of media industries; the challenges to publicly funded media in an increasingly global and digital media environment; new and emerging media industries, including the creative industries discourse; key discourses and frameworks for analysing media audiences.

# Important Academic Dates

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

# Learning Outcomes

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

analyse and critically evaluate key concepts in Media Studies

identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes

distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals

communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays

reflect critically on their own academic work and use that reflection to plan for future assessments

### **Assessment Tasks**

Name	Weighting	Due
Essay Outline	15%	Week 5
Essay	40%	Week 10
Essay Evaluation	10%	Week 12
Responses	15%	Ongoing
Student run tutorial	20%	Weeks 6-12

# **Essay Outline**

Due: Week 5 Weighting: 15%

You should submit a 500 word (plus references) outline of your essay structure. The essay questions and further instructions are posted on iLearn.

The outline should consist of a bullet point description of how you expect to structure your essay. The outline should demonstrate the ability to construct a framework for analysing and critiqing an identified issue. The outline should also acknowledge some of your (initial) research choices. You should also include a reference list of at least three sources you have read so far in preparing your outline and should include in-text referening where appropriate. At least one of your sources should be from independent reading beyond the unit reader.

### **Marking Criteria**

- Adequate reading and research
- Understanding of key concepts in the unit
- · Ability to compare and analyse key concepts in the unit
- · Organisation of argument
- Clarity of communication
- Accurate and appropriate referencing

On successful completion you will be able to:

- · analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences,
   media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays

# Essay

Due: Week 10 Weighting: 40%

The essay (2000 words plus list of references) provides an opportunity for you to build on the outline you submitted in Week 5. The essay questions are posted on iLearn. Unless otherwise advised by your tutor, you should address the same essay question, but you may want to modify your approach or arguments in the light of feedback from your tutor and your own reflection on the strengths and weaknesses of your argument.

All essays should include evidence of wide reading and significant independent research. Your essay should refer to AT LEAST:

- three readings from the uni reader, including those mentioned in your specific essay question.
- five *academic* sources beyond the unit reader. At least two of these should be articles from an academic peer-reviewed journal.

Broader reading within the disciplines of media, communications and cultural studies will be highly valued. All essays should include a reference list with full bubliographic details of all sources referred to in the essay, and in-text referencing. In MAS105, we expect you to use the Harvard or author-date referencing style. Further information about how to use this style is included on the library website under 'Harvard Style'.

# **Marking Criteria**

- Understanding and critical engagement with key readings in the unit
- · Comparison and analysis of key concepts in the unit
- Independent research within the discipline
- Use of research and reading to support the argument
- Organisation of argument including clear addressing of the question
- Clarity of communication

- · Accurate and appropriate referencing
- · Ability to reflect upon and utilise essay outline feedback

On successful completion you will be able to:

- analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural,
   political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays
- reflect critically on their own academic work and use that reflection to plan for future assessments

# **Essay Evaluation**

Due: Week 12 Weighting: 10%

In Week 12 you will have a consultation with your tutor where you will critically reflect on your essay and how effective it was in meeting the objectives and criteria for assessment. There is a form available for download on ilearn which you should complete in buller points before you meet with you tutor. The notes you make on this form can help guide your conversation with your tutor and act as a record for your tutor's benefit - you should submit the form to your tutor during your meeting.

During the consultation you will have the opportunity to make a statement which details: (1) how you sought to address the assessment criteria in your essay; (2) how well you think you achieved these aims and (3) what you could have done to improve your argument. Your tutor will discuss your essay and return your submission.

# **Marking Criteria**

- preparation and thinking in anticipation of the meeting, including consideration of questions on the essay evaluation form
- · awareness of criteria for the essay and learning outcomes of the unit
- engagement in self-assessment of written work
- · reflection on future work and planning

On successful completion you will be able to:

- communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays
- reflect critically on their own academic work and use that reflection to plan for future assessments

### Responses

Due: **Ongoing** Weighting: **15%** 

Three times during the semester each student will spend 15mins in tutorials writing out their responses to the week's suggested discussion questions. The actual weeks for this assessment will be randomly decided by individual tutors. This means you will need to prepare carefully for every tutorial. Each response is worth 5% of the semester's grade. Students who are absent without proper documentation (e.g. a medical certificate) will receive a mark of zero for the missed response task. Students who miss a designated week but *do* have documentation can complete a response in lieu, at their tutor's discretion.

### **Marking Criteria**

- Understanding of key concepts
- · Ability to distinguish between various positions
- · Communicate ideas in written form

On successful completion you will be able to:

- analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences,
   media industries, regulation and policy
- communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays

# Student run tutorial

Due: Weeks 6-12 Weighting: 20%

Between Weeks 6 and 12, each student, along with two classmates, run a tutorial. The three people running the class should plan the session tgether, sharing responsibilities and coordinating their activities. This is not a class presentation. Your assignment is to stimulate class discussion and to manage that discussion; your assignment is *not* to summarise the readings. Your tutorial activities should be based around discussion questions which you devise

yourselves. Any activity that involves considering and discussing questions which relate to the topic, readings and lectures for the week is suitable. See iLearn for further advice on structuring and planning suitable activities and for tips on posing good questions.

### **Marking Criteria**

- Understanding and critical analysis of key readings and ideas. Deloyment of understanding to promote others' understanding
- · Research and preparation
- · Organisation of the learning activities
- · Communication and providing opportunities for student engagement

On successful completion you will be able to:

- · analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays

# **Delivery and Resources**

### Classes

A two hour lecture every week throughout the semester, followed by a one hour tutorial. Students are expected to attend every lecture. Students are required to attend every tutorial. You should read the required readings for each week before the lecture — and certainly before the tutorial.

Students should expect to spend approximately seven hours each week outside of class time reading and preparing for assignments and tutorials.

# **Required Text:**

The MAS105 reader is mandatory and available in the Coop Bookshop.

#### **Recommended Text:**

Meikle, Graham & Young, Sherman (2012) *Media Convergence: Networked Digital Media in Everyday Life*, Palgrave is recommended and available in the Coop Bookshop.

# **Technology Used and Required**

MAS105 uses iLearn and it is expected that students will regularly check iLearn for details about

lectures, assessments and further readings.

# **Assignment submission**

Written assignments will be submitted to turnitin via the links on the MAS105 iLearn website. Please make sure your full name, student number and tutor's name appears on the first page of your document. Assignments submitted late will be penalised 5% per day.

### **Email**

Please record your tutor's emai address at the beginning of semester and questions about MAS105 should first be directed to your tutor. Students should ensure that they can receive emails sent to their MQ email addresses.

# What you can expect in MAS105

Our strategy in MAS105 is to get you to deepen and broaden your interest in media studies by exposing you to some critical theoretical frameworks that will help you understand the contemporary media landscape.

A lot of nonsense is written and talked around the media, and media studies can help you excavate the assumptions people (scholars and civilians) make when they pronounce on the media. You will have an opportunity to critically interrogate those assumptions, compare different perspectives on related issues, and test the evidence that is offered to support some of the big statements people make about 'the media' and especially 'new media'. In short we'll expect you to come out at the end of the unit able to be critical of others' (and your own) preconceptions about new media.

We will ask a lot of you in this unit – you won't be able to slowly fall asleep in lectures and tutorials and then regurgitate hastily memorised material in a final exam. To pass the unit you will need to consistently attend and participate in lectures and tutorial, read every week, and start working towards your major essay right at the beginning of semester. While there are a lot of assessments in the unit, most of them build on each other, so the work you put in to prepare for a response in Week 3 will come to fruition in the richer essay you submit in Week 10. However, you will need to be organised. We will remind you of upcoming deadlines, but you also need to keep close track of them yourself.

You'll also need to talk to your fellow students, right from the beginning – we think you learn as much from each other as from listening to lectures and tutors. Group work, tutorials and also the iLearn site give you an opportunity to discuss administrative and intellectual issues with your peers.

Even though some of the ideas, readings and tasks we'll ask you to engage with are really challenging, we will give you lots of help and support in building towards (and then planning beyond) your major essay. You will have opportunities to get feedback on your plans, and to get extra marks for a thoughtful reflection, even on a major essay that doesn't turn out as well as you hoped.

### What has changed?

Readings for the unit have been updated.

### **Unit Schedule**

Week 1: Convergent media, current contexts

Meikle, Graham & Young, Sherman (2012) Ch 3 'From Broadcast to Social Media' in Media Convergence: Networked Digital Media in Everyday Life. Palgrave Macmillan, Basingstoke, pp. 59-78.

Manovich, Lev (2001) *The Language of New Media*, MIT Press, Cambridge, Massachusetts, pp. 19-61.

Week 2: How did we get here?

Meikle, Graham & Young, Sherman (2012) Ch 7 'Time, Space and Convergent Media' in Media Convergence: Networked Digital Media in Everyday Life. Palgrave Macmillan, Basingstoke, pp. 148-171.

Thompson, John (1999) "The Media and Modernity" in Hugh Mackay and TimnO'Sullivan (eds) *The Media Reader: Continuity and Transformation*, Sage, London, pp. 12-27.

Week 3: What makes media change?

Winston, Brian (1995) "How are media born and developed?" in John Dowling, Ali Mohammadi, Annabelle Sreberny-Mohammadi (eds) Questioning the Media: a Critical Introduction, London, Sage, pp.54-74.

Flew, Terry (2008) "Approaches to new media" from New Media: An Introduction, 3<sup>rd</sup> edition, Oxford, Oxford University Press, pp.38-57

Week 4: Global media flows

McChesney, Robert W (2001) "Global Media, Neoliberalism and Imperialism" in Monthly Review, March 2001

Appadurai, Arjun (2000) [1990] "Disjuncture and Difference in the Global Cultural Economy" in Frank Lechner and John Boli (eds) *The Globalization Reader*, Blackwell, Oxford, pp. 322-30.

Week 5: Research and writing

'Researching a Topic' Training course notes, prepared by Macquarie University Library.

Week 6: Regulating 21st Century Media

Meikle, Graham & Young, Sherman (2012) Ch 8 'Regulation, Policy and Convergent Media' in *Media Convergence: Networked Digital Media in Everyday Life*. Palgrave Macmillan, Basingstoke, pp. 172-195.

Hesmondhalgh, David (2002) The Cultural Industries, Sage, London, pp. 107-33.

Lessig, Lawrence (1999) Code and Other Laws of Cyberspace, Basic Books, New York, pp 85-99.

#### Week 7: Ownership

**Croteau, David and Hoynes, William (2005)** *The Business of Media: Corporate Media and the Public Interest,* **Pine Forge Press, Thousand Oaks, pp. 15-40.** 

Tiffen, Rod (2006) "The Press" in Stuart Cunningham and Graeme Turner (eds) The Media and Communications in Australia (second edition), Allen & Unwin, Sydney, pp. 97-112

Dwyer, Tim, Martin, Fiona, Goggin, Gerard (2011) "News Diversity and Broadband Applications: Challenges for Content and Distribution", *Telecommunications Journal of Australia* 61:4, pp. 65.1-65.11

Week 8: The end of Public Service Broadcasting?

Jacka, Elizabeth (2006) "The Future of Public Service Broadcasting" in Stuart Cunningham and Graeme Turner (eds) *The Media and Communications in Australia* (second edition), Allen & Unwin, Sydney, pp. 344-56.

Scannell, Paddy (1997) "Public Service Broadcasting and Modern Public Life," in Tim O'Sullivan and Yvonne Jewkes (eds) *The Media Studies Reader*, Arnold, London, pp. 60-71.

Andrejevic, Mark (2013) "Public service media utilities: rethinking search engines and social networking as public goods" Media International Australia incorporating Culture and Policy, 146, pp. 123-132.

Week 9: Social media, new public spheres?

Howley, Kevin (2007) "Community Media and the Public Sphere" from Devereux, Eoin (ed) *Media Studies: Key Issues and Debates*, Los Angeles, Sage, pp.342-360.

Van Djick, Jose (2009) "Users like you? Theorising agency in user-generated content" from *Media, Culture and Society* **31**, pp.41-58

Week 10: Media audiences, marketing & convergence

Turnbull, Sue (2006) "Audiences" in Stuart Cunningham and Graeme Turner (eds) *The Media and Communications in Australia* (second edition), Allen & Unwin, Sydney, pp. 78-93.

Balnaves, Mark & O'Regan, Tom (2010) "The politics and practice of television ratings conventions: Australian and American approaches to broadcast ratings" Continuum: Journal of Media & Cultural Studies, 24:3, pp.461-474.

Week 11: Vulnerable viewers?

Wartella, Ellen, Olivarez, Adriana and Jennings, Nancy (2002) [1998] "Children and Television Violence in the United States" in Denis McQuail (ed.) *McQuail's Reader in Mass Communication Theory*, Sage, London, pp. 398 – 405.

Barker, Martin (2001) "The Newson Report: a Case Study in Common Sense" in Martin Barker and Julian Petley (eds) *Ill Effects: the Media/Violence Debate,* (Second edition) Routledge, London, pp. 27-46.

#### Week 12: Creative Audiences

Meikle, Graham & Young, Sherman (2012) Ch 5 'Creative Audiences' in Media Convergence: Networked Digital Media in Everyday Life. Palgrave Macmillan, Basingstoke, pp. 103-126.

Jenkins, Henry (2006) "Quentin Tarantino's Star Wars" in Convergence Culture, New York University Press, pp. 131-168.

Week 13: Course review

Course review week, no readings.

### **Policies and Procedures**

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

Academic Honesty Policy <a href="http://mq.edu.au/policy/docs/academic\_honesty/policy.ht">http://mq.edu.au/policy/docs/academic\_honesty/policy.ht</a> ml

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 <a href="http://mq.edu.au/policy/docs/grievance\_management/policy.html">http://mq.edu.au/policy/docs/grievance\_management/policy.html</a>

Disruption to Studies Policy <a href="http://www.mq.edu.au/policy/docs/disruption\_studies/policy.html">http://www.mq.edu.au/policy/docs/disruption\_studies/policy.html</a> 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 <u>Learning and Teaching Category</u> 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/

#### Grades

Macquarie University uses the following grades in coursework units of study:

- HD High Distinction
- · D Distinction
- · CR Credit
- · P Pass

F – Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

http://www.mq.edu.au/policy/docs/grading/policy.html

For further information, please refer to the following link:

http://universitycouncil.mq.edu.au/legislation.html

### **Grade Appeals and Final Examination Script Viewing**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.city.mq.edu.au/reviews-appeals.html

### **Attendance at Macquarie City Campus**

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally Macquarie City Campus monitors the course progress of international students to ensure that the student complies with the conditions of their visa relating to attendance.

This minimum level of attendance includes all lectures and tutorials. Tutorial attendance will be recorded weekly. If any scheduled class falls on a public holiday this will be rescheduled as advised by your Lecturer. Attendance at any mid-Session or in-class test is compulsory unless otherwise stated.

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-attendance will obtain zero for the test. You should refer to the section below on Special Consideration for more details about this.

# Student Support

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

# **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 <u>Disability Service</u> 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

### **Student Support at Macquarie City Campus**

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <a href="http://students.mq.edu.au/support/">http://students.mq.edu.au/support/</a>

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing <a href="mailto:info@city.mq.edu.au">info@city.mq.edu.au</a> with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email <a href="mailto:info@city.mq.edu.au">info@city.mq.edu.au</a> or visit their website at: <a href="http://www.campuslife.mq.edu.au/campuswellbeing">http://www.campuslife.mq.edu.au/campuswellbeing</a>

StudyWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning\_skills
- · Personal assistance with your learning & study related questions

# IT Help

For help with University computer systems and technology, visit <a href="http://informatics.mq.edu.au/hel">http://informatics.mq.edu.au/hel</a>
p/.

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

### **IT Help at Macquarie City Campus**

If you wish to receive IT help, we would be glad to assist you at <a href="http://informatics.mq.edu.au/help/">http://informatics.mq.edu.au/help/</a> or call 02 9850-4357.

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 and it outlines what can be done.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- · Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

# **Graduate Capabilities**

# Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

### Learning outcomes

- · analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences,
   media industries, regulation and policy
- communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays

### Assessment tasks

- Essay Outline
- Essay
- Essay Evaluation
- 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

- analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes

- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays
- reflect critically on their own academic work and use that reflection to plan for future assessments

### Assessment tasks

- · Essay Outline
- Essay
- Responses
- · Student run tutorial

# 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**

- · analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural,
   political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences,
   media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays
- reflect critically on their own academic work and use that reflection to plan for future assessments

### **Assessment tasks**

Essay

· Essay Evaluation

# **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

- · analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural,
   political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences,
   media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays

### Assessment tasks

- Essay Outline
- 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

- · analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy

- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays
- reflect critically on their own academic work and use that reflection to plan for future assessments

### **Assessment tasks**

- Essay Outline
- Essay
- Essay Evaluation
- Responses
- · Student run tutorial

# **Late Penalties**

Please make note of all due dates for MAS105 assignments. Assignments which are submitted late will incur a 5% penalty per day.