



MAS 316

Media Futures

S2 Day 2015

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor

Andrew Frost

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Contact via andre

Y3A 165

Please email for an appointment.

Credit points

3

Prerequisites

(Admission to BA-Media or BA-MediaLLB or BA in Media) and 3cp in MAS units at 300 level

Corequisites

Co-badged status

Unit description

Media Futures links the skills, knowledge and insights students have gained from various Media programs to relevant future pathways. With a particular emphasis on potential work in industry, research or creative practice, the unit actively solicits the strengths and interests of students to create a negotiated curriculum. That is, students help contour the unit in ways that reflect and exploit their plans and/or interests post graduation. To help students appreciate these possibilities, there will be guest speakers from pertinent fields and professions. In light of generic graduate capabilities as well as skills and knowledge specific to Media, these guests will address questions and concerns from students in Media Futures, as well as impart additional information, advice and observation.

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:

Identify and explain dominant trends, opportunities and challenges within contemporary media industries

Interpret contemporary media phenomena through discipline-specific theories and

concepts

Appraise the academic scaffolding of a Media degree, particularly in terms of possible pathways post graduation

Formulate discipline-specific arguments and analyses in dynamic contexts, and articulate these arguments in both oral and written form

Relate, compare and judge how significant media figures and/or industries respond to contemporary challenges, trends and/or opportunities

Assessment Tasks

Name	Weighting	Due
<u>Reflection</u>	20%	Weekly
<u>Critical Analysis</u>	40%	Monday, September 28th, 9am
<u>Portfolio</u>	40%	Friday November 6, 5pm

Reflection

Due: **Weekly**

Weighting: **20%**

Each week you will need to submit a 250 word reflection on the previous week's lecture/presentation. This is a discussion of the content of the lecture/presentation and will contain a summary of the main points discussed and any relevant comments and insights into the lecture/presentation.

The reports must be handed in **on paper** to the convener at the conclusion of the week's lecture with your name, student number, email address and the date at the top of the page. This report will also double as the lecture roll - your name will be ticked off the roll after the receipt of the report - so it is vital that each week you come prepared with a report on the *previous week*.

Emailed reports will not be accepted. Reports due during breaks and after Week 10 must be submitted on paper to the convener's pigeon hole at the MMCS administration office.

Marking Criteria

- * Delivery: ideas are communicated in an engaging, original and accessible manner
- * Content: the student articulates a clear and interesting critical analyses of lecture/presentation content
- * Synthesis: the presenter has synthesized the various issues and processes considered in MAS 316

On successful completion you will be able to:

- Identify and explain dominant trends, opportunities and challenges within contemporary media industries
- Interpret contemporary media phenomena through discipline-specific theories and concepts
- Relate, compare and judge how significant media figures and/or industries respond to contemporary challenges, trends and/or opportunities

Critical Analysis

Due: **Monday, September 28th, 9am**

Weighting: **40%**

You must complete a 1500-word paper based on the following question: **Considering your own plans for a career in the creative industries, what are the difficulties and opportunities of such a career in the coming years with reference to developments in the sector over the last 5-10 years?**

Your essay will offer a critical analysis by citing academic and non academic studies and reports, media coverage and commentary, unit lectures etc on the developments in that sector, and you will discuss how those developments shape and effect the sector today.

Definitions: by **sector** we're referring to any identifiable sub sector of the creative industries such as design, music performance or production, acting, dance, public relations, visual art, writing and journalism, publishing etc; by **critical analysis** we mean the ability to synthesise research materials from across your course research and practice, a comparative analysis of research, and the ability to understand the field with both theoretical and practical frames of reference.

Marking Criteria

Pertinence: a clearly articulated link between the industry/sector and research presented in the essay

Content: key insights linked to post-graduation goals and conception of opportunities and difficulties

Presentation: the writing is clear, succinct and grammatically correct, contains correctly formatted Harvard inline citations

Submission

Reflections to be submitted electronically to Turnitin.

On successful completion you will be able to:

- Interpret contemporary media phenomena through discipline-specific theories and concepts
- Appraise the academic scaffolding of a Media degree, particularly in terms of possible pathways post graduation
- Formulate discipline-specific arguments and analyses in dynamic contexts, and articulate these arguments in both oral and written form
- Relate, compare and judge how significant media figures and/or industries respond to contemporary challenges, trends and/or opportunities

Portfolio

Due: **Friday November 6, 5pm**

Weighting: **40%**

Looking back over the work you have produced for various units in the course, you will reassess the best of this work and present it within a critically discursive framework in a portfolio form of your choice. You will discuss the key outcomes from your participation in the course with reference to **five pieces** that you have produced and these can include any combination of text, image, sound and moving image.

The form of the portfolio can be:

- Presentation to camera - a to-camera spoken word recitation/performance recorded and edited on video - 10 mins max
- Presentation and production - a mixture of to-camera spoken word presentation and media production [such as excerpts of music, additional footage, movie clips etc] recorded and edited on video - 10 mins max
- Text and media - a text and image document in PDF format with embedded media files and/or links to YouTube or Vimeo clips - 5 x 500 word reflections on the works presented plus a 200 word introduction [2,800 words total], plus images/media
- Text only - 5 x 500 word reflections on the works presented plus a 200 word introduction [2,800 words total]

Submission

Portfolios to be submitted electronically to Turnitin

For portfolios that are video productions, submit a Word doc to Turnitin that contains **a link** to your video hosted on YouTube, Vimeo, etc.

All other portfolios should be submitted as PDFs.

Marking Criteria

Pertinence: a clearly articulated link between the work presented in the portfolio and your critical framework/understanding of that work

Content: key insights and/or anecdotes linked to post-graduation goals, the development of the work presented over the duration of the course and its future potential

Presentation: the form chosen for the portfolio enhances an understanding of the work presented; the portfolio is technically proficient, conforms to the guidelines above

On successful completion you will be able to:

- Appraise the academic scaffolding of a Media degree, particularly in terms of possible pathways post graduation
- Formulate discipline-specific arguments and analyses in dynamic contexts, and articulate these arguments in both oral and written form
- Relate, compare and judge how significant media figures and/or industries respond to contemporary challenges, trends and/or opportunities

Delivery and Resources

MAS 316 Media Futures consists of a weekly 1.5-hour lecture. Please be advised that the lecture is structured as a 1-hour lecture delivered by a guest speaker, followed by a half hour question and answer session.

Please note: the guest's talk will NOT be recorded.

A list of any relevant reading material will also be posted on iLearn. It is students' responsibility to stay abreast of course developments through regular engagement with iLearn.

To complete this unit, all students must attend every lecture - any missed lectures must be explained with proof of sickness or misadventure, such as a medical certificate forwarded to the unit convenor or through approval sought via Disruptions to Studies via [Ask.mq.au](https://ask.mq.edu.au)

Unit Schedule

Week 1 (July 28) - Introduction: What is a capstone unit?

Week 2 (04 August) - Guest Lecture Kingston Anderson

Week 3 (11 August) - Guest Lecture - TBA

Week 4 (18 August) - Guest Lecture - TBA

Week 5 (25 August) - Guest Lecture - Karen Pearlman

Week 6 (01 September) - Guest Lecture - Marina Withnall

Week 7 (08 September) - Guest Lecture - Matt Levison

Mid Semester Break

Week 8 (29 September) - Media Presentation - Richard Moorecroft

Week 9 (06 October) - Media Presentation - Richard Moorecroft

Week 10 (13 October) - Feedback and Portfolio Assignment 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/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Extensions & Late Penalties

Extensions will not be granted unless you have a medical certificate. An ability to meet deadlines is an important aspect of university courses (and professional work in most industries). Late assignments will be penalised by 5 per cent per day (including weekends & public holidays), unless an extension has been arranged **beforehand**, and documented evidence of illness or serious misadventure is submitted (this does not include having to work).

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167>

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Information is correct at the time of publication

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

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 outcome

- Formulate discipline-specific arguments and analyses in dynamic contexts, and articulate these arguments in both oral and written form

Assessment tasks

- Reflection
- Critical Analysis
- Portfolio

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

- Appraise the academic scaffolding of a Media degree, particularly in terms of possible pathways post graduation
- Relate, compare and judge how significant media figures and/or industries respond to contemporary challenges, trends and/or opportunities

Assessment task

- Critical Analysis

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

- Appraise the academic scaffolding of a Media degree, particularly in terms of possible pathways post graduation
- Relate, compare and judge how significant media figures and/or industries respond to contemporary challenges, trends and/or opportunities

Assessment tasks

- Reflection
- Critical Analysis

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

- Interpret contemporary media phenomena through discipline-specific theories and concepts
- Formulate discipline-specific arguments and analyses in dynamic contexts, and articulate these arguments in both oral and written form

Assessment tasks

- Reflection
- Critical Analysis
- Portfolio

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

- Identify and explain dominant trends, opportunities and challenges within contemporary media industries
- Interpret contemporary media phenomena through discipline-specific theories and concepts
- Formulate discipline-specific arguments and analyses in dynamic contexts, and articulate these arguments in both oral and written form

Assessment tasks

- Reflection

- Critical Analysis
- Portfolio

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 outcome

- Formulate discipline-specific arguments and analyses in dynamic contexts, and articulate these arguments in both oral and written form

Assessment tasks

- Reflection
- Critical Analysis
- Portfolio

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

- Identify and explain dominant trends, opportunities and challenges within contemporary media industries
- Formulate discipline-specific arguments and analyses in dynamic contexts, and articulate these arguments in both oral and written form

Assessment tasks

- Reflection
- Critical Analysis
- Portfolio

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:

Assessment tasks

- Reflection
- Portfolio

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Assessment tasks

- Critical Analysis
- Portfolio

Changes from Previous Offering

The unit has been modified to a lecture only model with the elimination of tutorials. New assignments have also been developed to reflect the unit content.

Changes since First Published

Date	Description
20/07/2015	Dates for lectures corrected