FPME001

Media 1

IBT2 2015

Macquarie City Campus

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
Lecturer in Charge and Tutor
Gregory Levine
greg.levine@mqc.edu.au
Contact via greg.levine@mqc.edu.au
MQC
Contact lecturer

Gregory Levine
greg.levine@mqc.edu.au

Credit points
3

Prerequisites

Corequisites

Co-badged status

Unit description
This unit will prepare students for studies in media and communications studies at tertiary level. Students will develop skills in viewing, analysing and composing diverse media, including social media, new and online media, contemporary advertising, and recent forms of auditory and visual media. Initially, students will focus on familiarizing themselves with different media industries and specific texts to help understand some of their features, how they are composed, and how they function within culture. In this context, students will then be asked to produce their own forms of media and encouraged to read, reflect and engage with the tools of contemporary media.

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 describe the features of a range of media texts.

> Communicate information, ideas and opinions about a range of media texts effectively and appropriately.

Creatively and critically respond to a range of media texts using the tools of new media.

Investigate and analyse the differences in forms of traditional and new media.

Undertake independent research and compare a range of media texts, tools and campaigns.

Produce an individual media project that engages with and responds to an existing media text.

Review and reflect on the process of composing a response to a media text.

General Assessment Information

Missed Assessments

The only exception to not sitting an in-class test or examination at the designated time or handing in an assessment on the due date is because of a serious or unavoidable disruption.

Students who miss a formal assessment held in class or a final examination due to a serious and unavoidable disruption which commenced after the start of the study period must lodge a Disruption to Studies Notification via ask.mq.edu.au within five (5) working days of the commencement of the disruption in order to apply for Special Consideration. The notification must be supported by appropriate evidence.

In submitting a Disruption to Studies Notification, a student is acknowledging that they may be required to undertake additional work. The time and date, deadline or format of any required extra assessable work as a result of a Disruption to Studies Notification is not negotiable. Further, in submitting a Disruption to Studies Notification, a student is agreeing to make themselves available so that they can complete any extra work as required.

Students will be advised of the outcome of their Disruption to Studies Application via ask.mq.edu.au.

Please refer to the Disruption to Studies Policy for further details.

Extensions & Late Submissions

To apply for an extension of time for submission of an assessment item, students must submit a notification of Disruptions to Studies via ask.mq.edu.au.

Grounds for extensions are usually serious illness, accident, disability, bereavement or other compassionate circumstances and must be substantiated with relevant evidence (e.g. professional authority form).

Late submissions without an approved extension will be penalised at a rate of **10% per day (weekend inclusive)**. This applies to assessments completed outside of class such as essays and assignments.

Final Examinations and Final Assessment Tasks

Final exams and final assessments typically take place in Week 13 and the first 3 days of week 14. **Please note that you must pass the final exam or final assessment task in order to**

pass this unit.You are expected to present yourself for examination at the time and place designated in the Final Examination Timetable. Please note that no special consideration will be given to students who have booked flights out of the country prior to the conclusion of the examination period.

The Final Examination Timetable will be available in provisional form on the MQC Student Portal Noticeboard at https://student.mqc.edu.au/NoticeBoard.htm in approximately week 10 of this Session. You will have 1 week to give feedback to the Student Administration Manager should you have concerns or note any clashes in your final exam timetable. From week 12, you will also be able to view your personal final exam timetable via the MQC Student Portal.

The examination timetable is produced to provide the maximum number of students with the least number of consecutive examinations. It is not uncommon for students of Macquarie University at both the City and North Ryde Campuses to be required to sit two consecutive examinations. A maximum of three consecutive exams is also permitted (for example, two on one day, and one the following morning). However, no student is required to sit four consecutive exams and if any student discovers their examination timetable contains four consecutive exams, they should immediate*l*y contact the Student Administration Manager to have an exam rescheduled.

Prior to the examination period, you should ensure that you are familiar with the Examination Rules. You can find these under Exam Information on the MQC Student Portal Noticeboard. A breach in any of these rules will lead to disciplinary action being undertaken.

Students who miss a final exam or final assessment will be awarded a mark of 0 for the task and cannot pass the unit, except for cases where a Disruption to Studies Notification is lodged and a Special Consideration is awarded. Please note that in submitting a Disruption to Studies Notification, a student is acknowledging that they may be required to undertake additional work. The time and date, deadline or format of any required extra assessable work as a result of a Disruption to Studies Notification is not negotiable.

Supplementary Examinations

Supplementary final examinations are held during the scheduled Supplementary Final exam Period in the lead up to the subsequent teaching period.

Please note that results for supplementary exams may not be available until the conclusion of Week 2 of the subsequent teaching session and until supplementary results are released, continuing students may be prevented from enrolling in certain units in the subsequent teaching session.

Students in their final semester of study who undertake supplementary final exams should note that Formal Completion of the Foundation Program will not be possible until supplementary results are released and this may impact on their ability to enrol subsequent programs of study on time.

Retention of Originals

It is the responsibility of the student to retain a copy of any work submitted and produce another

copy of all work submitted if requested. Copies should be retained until after the release of final results each Session.

In the event that a student is asked to produce another copy of work submitted and is unable to do so, they may be awarded zero (0) for that particular assessment task.

The University also reserves the right to request and retain the originals of any documentation/ evidence submitted to support notifications of disruptions to studies. Requests for original documentation will be sent to the applicant's University email address within six (6) months of notification by the student. Students must retain all original documentation for the duration of this six (6) month period and must supply original documents to the University within ten (10) working days of such a request being made.

Turnitin

Students may be requested to submit assessments via Turnitin and in such instances any hard copies submitted without a Turnitin Report will not be marked.

Step by step guidance for Turnitin submissions can be found here. Should you experience any difficulties with Turnitin submission, please see a Lab Demonstrator in Lab 311 at MQC.

If you experience difficulties submitting through Turnitin on the due date, you must email your work in electronic format to your lecturer using the email address provided in the unit guide. Late submissions will be penalised at 10% per day.

Grading & Requirements to pass

This unit will use the following grading system:

- S – Satisfactory (50-100)
- F – Fail (0-49)

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

To pass this unit, you must attempt all assessable components of the unit, pass the final assessment (Creative Media Project) and attain an overall mark of at least 50%. Failure to do so will result in an F (fail) grade being recorded.

Provision of Feedback

Marks awarded for assessment items will generally be available within fourteen (14) days of the due date.

If you wish to receive further feedback from your instructor, you should contact them directly using the contact details provided in this guide.

Students may seek general feedback about their performance in a unit up to 6 months following results release.

Contacting Staff and Getting Help

Foundation students may approach teaching staff for one-on-one help in one of three ways:

- During Consultation sessions. For details about consultation sessions and Consultation times, please refer to timetabled provided on the Macquarie City Campus Portal Noticeboard.
- Using the "Questions for your instructor" dialogue provided in Week 0 of the respective unit in iLearn.
- Using the instructor's email address provided in the Unit Guide of the respective unit.

For all university related correspondence, students are required to use their official MQ student email account which may be accessed via the Macquarie University Student Portal. Enquiries from personal email accounts will not be replied to.

Assessment Tasks

Name	Weighting	Due
Persuasive Text	15%	Week 5
Blog	25%	Week 8
Participation	20%	Ongoing
Creative Media Project	40%	Week 9 & 13

Persuasive Text

Due: **Week 5**
Weighting: **15%**

Students will prepare a persuasive or argument piece of writing (e.g. editorial, letter to the editor, newspaper or magazine article) which explores the nature and role of new and old media in today's society.

This assessment must be submitted through Turnitin in iLearn. Step by step guidance for Turnitin submissions will be provided in class, instructions have been provided on iLearn and can also be found here. Should you experience any difficulties with Turnitin submission, please see a Lab Demonstrator in Lab 311 at MQC. Late submissions will be penalised at 10% per day.

On successful completion you will be able to:
- Identify and describe the features of a range of media texts.
- Communicate information, ideas and opinions about a range of media texts effectively and appropriately.

- Creatively and critically respond to a range of media texts using the tools of new media.

- Investigate and analyse the differences in forms of traditional and new media.

- Undertake independent research and compare a range of media texts, tools and campaigns.

- Produce an individual media project that engages with and responds to an existing media text.

Blog

Due: **Week 8**
Weighting: **25%**

Students will produce 5-6 reflective and creative blog posts. Students will be asked to incorporate additional examples of media discussed in class so far, and explore the features of the chosen text(s) in detail. This assessment will be submitted in the form of an iLearn blog or a blog site selected by the student, but students must also submit their blog post text through Turnitin in iLearn.

Step by step guidance for Turnitin submissions will be provided in class, instructions have been provided on iLearn and can also be found here. Should you experience any difficulties with Turnitin submission, please see a Lab Demonstrator in Lab 311 at MQC. Late submissions will be penalised at 10% per day.

On successful completion you will be able to:

- Identify and describe the features of a range of media texts.

- Communicate information, ideas and opinions about a range of media texts effectively and appropriately.

- Creatively and critically respond to a range of media texts using the tools of new media.

- Investigate and analyse the differences in forms of traditional and new media.

Participation

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

Students will be assessed on participation in classes and activities throughout the semester. Participation will entail attendance, punctuality, contribution to class discussions, completion of set class and homework activities, asking and answering questions, and adhering to the MQC and Macquarie University Student Codes of Conduct. A comprehensive guide outlining Participation marking criteria will be provided on iLearn.

On successful completion you will be able to:

- Identify and describe the features of a range of media texts.

- Communicate information, ideas and opinions about a range of media texts effectively

and appropriately.

- Creatively and critically respond to a range of media texts using the tools of new media.
- Investigate and analyse the differences in forms of traditional and new media.
- Review and reflect on the process of composing a response to a media text.

Creative Media Project

Due: **Week 9 & 13**

Weighting: **40%**

For the creative project (30%), students will need to create a media production using a form of media (for example, it could be a film, blog, pinterest collection, wiki, newspaper or magazine article, radio podcast, new media artwork, etc.). Each individual or group will need to select a different form of media.

The production should be based on ideas drawn from one particular issue covered during the course, as selected by the lecturer.

The media project will need to demonstrate an understanding of the issue chosen from the course and a clear idea of the intended audience for the production.

A proposal (10%) will be submitted in Week 9, which will need to outline the following details:

1. The media form selected for the production and a justification for the choice.
2. A statement of how the selected course issue relates to Media Studies, including a brief discussion about how it relates to traditional media forms.
3. A contention or line of argument that the project will take.

The creative project must be **submitted via iLearn in week 13** and then **verbally presented to the class**. Further instructions and marking criteria for this assessment will be provided in class and on iLearn. Late submissions will be penalised at 10% per day. **Please note that you must pass the creative media project in order to pass this unit.**

On successful completion you will be able to:
- Identify and describe the features of a range of media texts.
- Communicate information, ideas and opinions about a range of media texts effectively and appropriately.
- Creatively and critically respond to a range of media texts using the tools of new media.
- Investigate and analyse the differences in forms of traditional and new media.
- Undertake independent research and compare a range of media texts, tools and campaigns.
- Produce an individual media project that engages with and responds to an existing media text.
- Review and reflect on the process of composing a response to a media text.

Delivery and Resources

Classes

Weekly contact will be 5 hours consisting of a 2 hour lecture, a 2 hour tutorial and 1 hour consultation session.

During Lectures, new content will typically be presented and explained by the lecturer. During tutorials participants will have more opportunities to engage in discussion and activities.

In the one-hour consultation session, students will be given individual guidance and assistance with their assessment and homework tasks and assignments. This hour is also an opportunity for students to engage in independent research and reading related to the unit, complete additional tasks to extend their knowledge of the field or catch up on any work they have missed.

Attendance of all three sessions (lectures, tutorials and consultation sessions) is compulsory and students must attend at least one consultation session per week.

Timetables for lectures and tutorials as well as consultation sessions can be found on the Noticeboard on the City Campus Student Portal.

If any scheduled class falls on a public holiday a make-up lesson may be scheduled, usually on a Saturday. Where appropriate, the instructor may instead organise an online make-up lesson which would require students to access online learning materials and/or complete activities outside of class rather than attending a make-up lesson. Scheduled make-up days are noted in the Teaching Schedule and attendance is taken for both weekend and online make-up lessons.

Learning and Teaching Activities

This unit will consist of a mixture of theory concepts, practical activities, screenings and class discussions, during which students will be required to work independently as well as in small groups.

As this unit does not have a prescribed text, iLearn will be used to post lecture and tutorial materials, weekly readings as well as communicate with students, so it is expected that students will check this resource on a regular basis. It is expected that all students read in advance to ensure that they are well prepared for the content covered in each lecture.

The instructor may also provide students with a physical copy of a reader containing reference materials for in-class use, and students are expected not to make any notes on these readers. Readers must be returned to the lecturer at the conclusion of the lesson.

iLearn

iLearn is Macquarie's online learning management systems. The following unit specific information will be available on the website:

- Announcements
- Staff contact details
- Lecture notes and recordings

- Learning and teaching activities and resources

- Assessment information

- Tutorial questions and solutions

- Assessment submission tools such as Turnitin

- Other relevant material

Please note that you must enrol in a unit via eStudent in gain access to the unit in iLearn.

You are required to regularly check the website and use it as an information and resource centre to assist with your learning.

Ensure that when you have finished using the website, you log out. Failure to do so could allow unauthorised access to your account.

Please contact the IT helpdesk (Ph. 02 9850 4357) or lodge a ticket using OneHelp if you need assistance accessing iLearn.

Required and Recommended Texts and Materials

Prescribed textbook(s):

There are no prescribed texts for this unit.

Students will be able to access weekly readings via iLearn. These readings should be downloaded before class each week and brought into class.

A reader may also be made available for students in certain lessons. Should you wish to borrow or copy texts from the given reader, or take the reader home with you, please consult your instructor. If you wish to purchase your own copy of the reader, you may do so from MQC reception on level 2. The cost is $5.

All prescribed textbooks for all Foundation Units will be made available to students to purchase at the Phillip Street Coop Bookshop. Students can view a full list of textbooks for all units on the Macquarie City Campus Student Portal Noticeboard athttps://student.mqc.edu.au/NoticeBoard.htm.

Technology Used and Required

Students will be required to make use of the internet, the university library catalogue, Web 2.0 tools, blogs, and other forms of online media. For assessment 2 (Blog) students may wish to create their own blog account in a public blog platform, or submit their posts to the blog created in iLearn.

Students will be given the opportunity to choose a technology to use for the final creative media project/assessment. For example, students may wish to make a video or a podcast. These resources will be provided by the campus. Microphones and headsets are available for loan to students at Reception and students may borrow a video camera MQC by emailing academic@city.mq.edu.au. Video-editing software has been made available in Lab 311.

In addition, students will be required to access iLearn on a regular basis to retrieve content, materials and assessment tasks, communicate with the lecturer and their peers as well as submit

assessments.

A resource fact-sheet has also been made available on iLearn.

Unit Schedule

Week Beginning:	Topic	Readings
Week 1 Mon 22 June	**Introduction** What is Media Studies? What will we do in this subject?	**Activity:** Group work to unpack ways of thinking about / experiences of / expectations of Media Studies. **Download readings from iLearn**
Week 2 Mon 29 June	**Reinventing Traditional Media Forms 1: New forms of Television?** This week is the first in a series of four weekly topics investigating the changing face of older media forms. This week we will examine the role of contemporary television. We will examine how television is attempting to ensure its survival alongside newer online media platforms. We will consider the changing face of television as it adopts new genres and adapts to new platforms. Topics will include the emergence of 'Reality T.V.', the impact of television on demand (ABC online and iView) and pay T.V., amongst other topics.	**Screening:** Comparisons of clips from reality T.V. repurposed for different nations **Activity:** In-class group work activities in response to frame-by-frame clips showed in class. Group discussion **Download readings from iLearn**
Week 3 Mon 6 July	**Reinventing Traditional Media Forms 2: Online radio/podcasts** This week will examine the role of public radio in contemporary culture. It will examine the role of public radio in everyday life. It will also examine the changing face of public radio as it adapts to new platforms, including online radio and podcasts.	**Podcast:** *This American Life* **(Public Radio, Chicago).** **Activity:** Students examine the role of radio in continuing storytelling practices. Students will work in groups to prepare a radio story based on a series of short stories disseminated during class **Download readings from iLearn**
Week 4 Mon 13 July	**Reinventing Traditional Media Forms 3:** **Newspapers and Magazines** This week we will examine the current crisis facing print news. Newspapers are no longer generating the revenue they once did. We will examine the role of contemporary newspapers in the context of online news forums as well as magazines and their counterparts in contemporary digital culture. We will also consider the rise of tabloid journalism in contemporary newspapers and the role of new social medias (like pinterest) which challenge the relevance of magazines.	**Screening: TBA** **Activity:** Close study of news stories and several magazine covers. Students will work in groups to undertake a close analysis of different news spreads and magazine covers and discuss the design techniques and marketing formulas applied. **Download readings from iLearn**

Week 5 Mon 20 July	**New Media 1: Creative Cultures. Art in a digital age** This week will examine the blurring of boundaries between digital media and contemporary art. We will visit the Museum of Contemporary Art to investigate contemporary art practices that utilize new media.	**Activity:** Students will complete an excursion study sheet whilst at the MCA and undertake other interactive activities and games in the museum relating to digital art. **Download readings from iLearn** • **Persuasive Text due**
Week 6 Mon 27 July	**New Media 2: Creative Cultures Online** This week we will examine new media and the emergence of creative cultures online. We will examine the extent to which new media enable new forms of creativity, focusing on examples like 'pinterest', 'youtube' and 'instagram'.	**Activity:** Students will use pinterest to create a pin board showcasing new media. **Download readings from iLearn**
Week 7 Mon 3 August	**Assessment Workshop: Blog and Creative Project** This week we will revise material covered throughout the unit in preparation for assessments.	**Activity:** Students will be provided the opportunity to receive feedback from the class on existing blog entries.
Week 8 Mon 10 August	**Creative Media Project** Students will commence discussions about themes and proposals for their Creative Media Project. A work in progress seminar will be conducted.	**Activity:** Students will share ideas, research their proposed topics and forms of media and seek help for their projects from each other and from the instructor. **Download readings from iLearn** · **Blog Posts due**
Week 9 Mon 17 August	**Advertising: Guerilla Advertising and Viral Marketing** This week will examine new directions in advertising, as traditional forms of embedded advertising cease to have the impact they once had. We will consider the role of social media in contributing to new forms of guerilla advertising and viral marketing.	**Activity:** Students will work in groups to create their own advertising campaign. **Download readings from iLearn** · **Proposal for Media Project due**
Week 10 Mon 24 August	**Independent Cinema in the New Media Milieu?** This week will examine the role of new media in generating new forms of independent film-making outside of the dominant Hollywood industry. It will consider the extent to which Hollywood controls the production and distribution of the majority of film-making, and it will examine the extent to which independent forms of media are likely to emerge in the new media environment.	**Activity:** Students will watch *Tarnation,* focusing on the film's means of production and distribution. **Download readings from iLearn**
Week 11 Mon 31 August	**Social Media 1: Searching and Sharing** This will be the first week on the role that social media plays in creating online communities. We will examine social medias like Facebook, Twitter, Instagram, Youtube and Pinterest, in addition to search engines like Wikipedia and Google. We will examine the role of these media in opening up new forms of searching and sharing and we will examine some of the threats posed to these online communities.	**Screening:** *The Social Network* **Activity:** Students will participate in a class debate **Download readings from iLearn**

Week 12 Mon 7 September	**Social Media 2: Is Social Media the New Mainstream Media?** This week will examine the extent to which informal social media take on the role of the mainstream media in breaking news and shaping public opinion. We will examine key instances where social media have played a decisive role in informing the public. Examples include the role of Twitter and Facebook in the creation of the Arab Spring, and the role of Facebook in investigating the case of Jill Meagher's murder.	**Activity:** Students will undertake group work activities **Download readings from iLearn**
Week 13 Mon 14 September	**Video Games** This week will examine some of the most popular video games, and it will examine key debates (both critical and celebratory) relating to gaming culture, including theories of user agency, media debates surrounding violence and addiction, and questions of creativity. **Conclusion** Class celebration: Students present their Creative Media Projects to the class.	**Activity:** Students will work in groups to create their own video game concepts, addressing some of the issues discussed in class. **Download readings from iLearn** · **Creative Media Project and presentation due. Please note that you must pass the creative media project in order to pass this unit.**

Other Important Dates

Public holidays & make-up days No public holidays will fall on Session 2 teaching days (Please note that online lessons may be organised in lieu of make-up day).
Census Dates Financial Census Date (last day to withdraw without financial penalty) - Friday Week 4, 17 July Academic Census Date (last day to withdraw without academic penalty) - Friday Week 8, 14 August
Exam Period: Monday 14 September 2015 – Wednesday 23 September 2015 inclusive. Please note you must be available on these days to take exams.
Results Release: Session 2 2015 results are scheduled to be released to students via e-Student and MQC Student Portal on Friday 9 October 2015

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.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim

- all academic collaborations are acknowledged

- academic work is not falsified in any way

- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty and schedule of penalties that will apply to breaches please consult the Academic Honesty Policy.

If you are unsure about how to incorporate scholarly sources into your own work, please speak to your Instructor or the Student Services team well in advance of your assessment. You may also enrol in StudyWise or visit the University's Library Webpage for more resources.

Final Examination Script Viewings and Grade Appeals

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 http://www.city.m

q.edu.au/new_and_current_students/appeals/ for information about associated cut off dates.

Please note that any requests to view exam papers must be booked in immediately following results release.

Before submitting a Grade Appeal, please ensure that you read the Grade Appeal Policy and noted valid grounds for appeals.

Attendance

Please refer to the Attendance Policy for Foundation Students.

A minimum level of 80% attendance is compulsory for all classes, including consultation sessions and any make-up classes scheduled on weekends. Attendance will be recorded in every lesson and note made of any lateness or period of absence from class.

Where a student is present for only for a minor portion of a lesson (for example arrives late, leaves early, leaves the class frequently or for lengthy periods, engages in inappropriate or unrelated activities or does not participate actively in the majority of the lesson) the instructor reserves the right to mark a student absent for that particular lesson and make note of such incidents.

Students should note that absenteeism (including partial absenteeism) not only has a negative impact on not only their overall attendance record and their academic progress, but could also have ramifications for their visas or eligibility for social benefits where relevant.

In cases of unavoidable non-attendance due to illness or circumstances beyond control, students are advised to lodge a Disruption to Studies Notification via ask.mq.edu.au even if they have not missed a formal assessment task so that appropriate records of the reasons for unavoidable attendance can be made on their record.

Course Progression

Macquarie City Campus monitors Foundation students' course progress. Please refer to the Course Progress Policy.

To maintain satisfactory program performance students are required to pass 50% or more of their enrolled units in each session.

Students who fail to make satisfactory course progress will be classified as "at risk" students and may have conditions placed upon their enrolment.

International students must comply with the Course Progress policy in order to meet the conditions of their visa.

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 Support at Macquarie City Campus

Macquarie City Campus students who require assistance or support are encouraged to contact Student Services (studentadvisor@city.mq.edu.au) or make an appointment to see a student advisor at Reception on Level 2.

Macquarie University Campus Wellbeing services are also available at the City Campus. If you would like to make an appointment, please email info@city.mq.edu.au or visit their website at: http://www.campuslife.mq.edu.au/campuswellbeing.

Academic Support at Macquarie City Campus

Macquarie city campus provides free tutoring / support classes to its student. Support is available for Accounting, numeracy and essay and report writing, research presentation and referencing skills.

Students who are experiencing difficulties in these areas are advised to attend these classes on a drop-in basis. So that the tutor can assist best, students must bring the work (e.g. assignment draft, essay draft, homework problem) with which that they are having difficulties.

For further information about tutoring services, please refer to the City Campus Portal Noticeboard under Timetables, Tutor Availability.

If you require additional support with university skills, you may also consider enrolling in UNIWISE. UNIWISE is an iLearn resource which provides:

- Online learning resources and academic skills workshops
- What is expected of you as a student at Macquarie University
- Personal assistance with your learning & study related questions
- Key strategies and tips that you can use to achieve successful learning both in and out of the classroom
- The definitions and examples of the types of assignments you will encounter in your units

Additional study spaces are also available on Level 1.

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.

If you need IT support with any of the Macquarie University Systems please see http://informatics.mq.edu.au/help/, lodge a One Help ticket or call 02 9850-4357.

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.

IT Help at Macquarie City Campus

A lab demonstrator is situated in Lab 311 and can help you with any usage of university systems or resetting your password.

You may also refer to the Online Systems Password Document which has been made available on the City Campus Student Portal Noticeboard.

Whilst utilising the City Campus IT facilities, students are expected to act responsibly. 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.

Equipment available for loan

Students may borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) or a video recorder.

Please ask at Level 2 Reception for details. You will be required to provide your MQC Student ID card which will be held as a deposit while using the equipment.

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 outcomes

- Creatively and critically respond to a range of media texts using the tools of new media.
- Produce an individual media project that engages with and responds to an existing media text.
- Review and reflect on the process of composing a response to a media text.

Assessment tasks

- Persuasive Text
- Blog
- Participation
- Creative Media Project

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

- Identify and describe the features of a range of media texts.
- Communicate information, ideas and opinions about a range of media texts effectively and appropriately.
- Creatively and critically respond to a range of media texts using the tools of new media.
- Investigate and analyse the differences in forms of traditional and new media.
- Undertake independent research and compare a range of media texts, tools and campaigns.
- Produce an individual media project that engages with and responds to an existing media text.

- Review and reflect on the process of composing a response to a media text.

Assessment tasks

- Persuasive Text
- Blog
- Participation
- Creative Media Project

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 outcome

- Undertake independent research and compare a range of media texts, tools and campaigns.

Assessment tasks

- Persuasive Text
- Creative Media Project

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

- Identify and describe the features of a range of media texts.
- Communicate information, ideas and opinions about a range of media texts effectively and appropriately.
- Creatively and critically respond to a range of media texts using the tools of new media.
- Investigate and analyse the differences in forms of traditional and new media.

- Undertake independent research and compare a range of media texts, tools and campaigns.
- Produce an individual media project that engages with and responds to an existing media text.
- Review and reflect on the process of composing a response to a media text.

Assessment tasks

- Persuasive Text
- Blog
- Participation
- Creative Media Project

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 describe the features of a range of media texts.
- Communicate information, ideas and opinions about a range of media texts effectively and appropriately.
- Creatively and critically respond to a range of media texts using the tools of new media.
- Investigate and analyse the differences in forms of traditional and new media.
- Undertake independent research and compare a range of media texts, tools and campaigns.
- Produce an individual media project that engages with and responds to an existing media text.
- Review and reflect on the process of composing a response to a media text.

Assessment tasks

- Persuasive Text
- Blog
- Participation
- Creative Media Project

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

- Investigate and analyse the differences in forms of traditional and new media.
- Undertake independent research and compare a range of media texts, tools and campaigns.
- Produce an individual media project that engages with and responds to an existing media text.

Assessment tasks

- Persuasive Text
- Blog
- Participation
- Creative Media Project

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 describe the features of a range of media texts.
- Communicate information, ideas and opinions about a range of media texts effectively and appropriately.
- Creatively and critically respond to a range of media texts using the tools of new media.
- Produce an individual media project that engages with and responds to an existing media text.
- Review and reflect on the process of composing a response to a media text.

Assessment tasks

- Persuasive Text
- Blog
- Participation
- Creative Media Project

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 outcomes

- Investigate and analyse the differences in forms of traditional and new media.
- Undertake independent research and compare a range of media texts, tools and campaigns.
- Produce an individual media project that engages with and responds to an existing media text.

Assessment tasks

- Persuasive Text
- Blog
- Participation
- Creative Media Project