



MAS 104

Australian Media

S1 Day 2016

Department of Media, Music, Communication and Cultural Studies

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	3
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	4
<u>Delivery and Resources</u>	8
<u>Unit Schedule</u>	8
<u>Policies and Procedures</u>	8
<u>Graduate Capabilities</u>	11
<u>Changes from Previous Offering</u>	14

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General Information

Unit convenor and teaching staff

Unit Convenor

Virginia Madsen

virginia.madsen@mq.edu.au

Contact via virginia.madsen@mq.edu.au

Y3A191J

Please email for an appointment.

Justine Martin

justine.martin@mq.edu.au

Tutor

Jack Sargeant

jack.sargeant@mq.edu.au

Tutor

Hannah Irwin

hannah.irwin@mq.edu.au

Tutor

Branka Prodanovic

branka.prodanovic@mq.edu.au

Tutor

Joel Gilberthorpe

joel.gilberthorpe@mq.edu.au

Tutor

Vanessa Berry

vanessa.berry@mq.edu.au

Nicole Matthews

nicole.matthews@mq.edu.au

Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

This unit offers an introduction to the media in Australia. The unit is structured around five modules with each focusing on a different media sector – press, cinema, radio, television and advertising. In the first three weeks, students are introduced to the general mediascape of Australia and shown some tools for analysing media. Following the general introduction, the readings and lectures in each module provide students with an overview of a specific media industry in Australia. They then go on to focus on one or more significant aspect of media content relevant to that industry and its cultures. Finally, each module examines at least one contemporary issue of importance to that industry. This unit explores questions such as: What is media and why should we study it? How is nationhood problematised through the media? What is the function of the press? Who are the Australian male and female as constructed by Australian magazines? Does Australia need its own cinema? How important is an Australian film industry? What makes talkback influential? How important is television in knowing who we are? Why should comedy be taken seriously?

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:

Demonstrate a heightened capacity for independent research of text-based and audio-visual media

Exhibit good communication skills in seminar situation relating to content studied: be able to present this with ability to lead a subject-specific discussion

Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms

Synthesize the studied material

Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically

Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors such as technological changes or political agendas, the influence of international traditions, models and ideas.

General Assessment Information

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

department_of_media_music_communication_and_cultural_studies/ MMCCS

Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

NB: Information is correct at the time of publication

Assessment Tasks

Name	Weighting	Due
Participation	20%	Ongoing
Quiz	15%	Not before Week 6
Essay Plan & Bibliography	20%	26 April 2016: 5pm
Major Essay	45%	10 June 4.00pm

Participation

Due: **Ongoing**

Weighting: **20%**

Students are expected to make an active and informed contribution to the discussions in the four tutorial sessions, and show evidence of attending/listening to lectures. Tutors will look for evidence of engagement with the readings and lectures so you should aim to contribute in ways that reflect your reading and understanding of the set material. Students should be prepared to lead discussions in the tutorials, with Tutor guidance.

Literature comprehension/summary exercise Week 4: In first tutorial session (in Week 4) students should come to class having made a one page dot point summary of one of the readings set over the previous 4 weeks (associated with the lectures). Students should clearly and articulately convey a sense of the content covered in one reading, and in dot points indicate how the argument develops. Please submit to your tutor for feedback. This exercise should assist you to develop critical reading and writing skills, and the feedback should help you to address early in semester any weaknesses that may be evident.

NB: Attendance is only one demonstration of your overall participation.

Assessment Criteria

Students will be assessed on the exercise above and on their participation overall. This will be judged according to students' level of ability to consider the content of this course and articulate this in clear and convincing ways.

On successful completion you will be able to:

- Exhibit good communication skills in seminar situation relating to content studied: be able to present this with ability to lead a subject-specific discussion
- Demonstrate understanding of how media contribute to a sense of Australian culture and

how they have done so historically

- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors such as technological changes or political agendas, the influence of international traditions, models and ideas.

Quiz

Due: **Not before Week 6**

Weighting: **15%**

There will be a tutorial quiz during the semester, based on the readings and lecture content. The scheduling of this quiz will be at each tutor's discretion but it will not be before Week 6. As such, students are strongly advised to listen to every lecture and closely consider every reading, in the event of the tutorial quiz. The quiz – worth 15% – will take place during tutorial time. 20 minutes will be set aside for this. Students that are absent for the tutorial in which the quiz has been administered will forfeit the marks for that quiz, unless a medical certificate can be provided to account for the absence, or there are exceptional circumstances brought to the tutor's attention. In these events, alternative arrangements will be made for the student.

Assessment Criteria

Students will be assessed on their level of ability to consider the content of this course. Responses will be assessed for their levels of accuracy and clarity.

On successful completion you will be able to:

- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors such as technological changes or political agendas, the influence of international traditions, models and ideas.

Essay Plan & Bibliography

Due: **26 April 2016: 5pm**

Weighting: **20%**

Part 1: Essay Plan (500 words)

This essay plan (of your research essay: Assessment Task 4) will allow your tutor to give you early feedback and develop your skills of research and argument, drawing on the subject and themes covered in this course. Feedback and grading of this assessment task is to be used by the student to improve their arguments, research and writing skills before submission of the final essay in Week 13.

This plan should achieve the following:

- State the essay question you will answer.
- Briefly summarise your argument and outline the approach you will take: ie what concepts, data and theories will you use to approach the essay topic, and what, in one line, are you arguing relative to the question you have chosen? Are you favoring one perspective or approach to your question?; or are you drawing on a range of approaches for example?
- Give at least one example which you will use to support your argument/analysis.
- In point form, then outline the argument's development and give the reader a sense of the overall scope of your essay.
- Indicate where appropriate, in this 'line of argument', the various texts/publications which will help you to support your thesis/hypothesis.

NB: This exercise aims to get you thinking and reading widely, drawing on lectures, set texts in the Reader and ranging beyond these (yes online and via going to the Library). It is not expected that you will have done all the research by this stage, thus at the end, make a statement about what you think might be important to find out. You could also suggest where you might next be going for help with development of your argument?

Part 2: Annotated Bibliography (500 words)

Compile and submit with your Essay Plan an annotated bibliography of *potential research* that you think will be useful to, and possibly support, your argument/line of thinking on the topic you have chosen.

Provide details of a minimum of six relevant scholarly publications that you think will be useful to supporting your argument/s; two of these should come from your Reader. The rest can come from your own independent research, or from Tutor/Lecturer suggestions. You may use more than 6 publications. Give full bibliographical details for the publications you use (any style, but must be consistent). For each of these, add a brief description of how this article/book chapter/book/other research publication (eg a report) will be useful to the argument and topic you are researching. As a guide, each annotation should be around 80 words. Avoid using opinion pieces or most journalism, except where these show sophistication or demonstrate the use of strong research, and are published in quality publications. (Ask your tutor if you are unsure about a source).

Assessment Criteria

Students will be assessed in terms of their level of ability to: survey pertinent academic literature; synthesize studied material; and communicate results in the forms above using clarity of expression, and structure, with consistent referencing style correctly applied. High grades will be obtained when students' demonstrate well a nuanced appreciation of the materials, drawing on the unit's key themes and concepts.

On successful completion you will be able to:

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Synthesize the studied material
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors such as technological changes or political agendas, the influence of international traditions, models and ideas.

Major Essay

Due: **10 June 4.00pm**

Weighting: **45%**

Students will submit a **2000-word essay** based on the course content. There will be several essay questions to choose from. These questions, as well as additional information about essays, will be in the Assessments folder on iLearn. Essays must be submitted online via Turnitin by the due date and time. Always keep an electronic and hard copy of your essay. Write the question you are responding to at the top of the page, with your name.

Research Requirements: You must draw upon a minimum of six relevant scholarly publications, two of which should come from your Reader. The rest can come from your own independent research, or from Tutor/Lecturer suggestions. You may use more than 6 publications. Full bibliographical details for the publications you use (any style, but must be consistent) should be given, either through 'in text' referencing and Bibliography at the end, or using Endnotes to supply these. Everything you borrow from these sources including summarised or paraphrased material should be referenced correctly. If using actual lines or a phrase from a source, make sure this is in quotation marks.

Assessment Criteria

Students will be assessed in terms of their level of ability to: survey pertinent academic literature and media examples; reflect upon and synthesize the studied material drawing on key ideas, themes and concepts; communicate their results using logical argument and analysis in essay form. Clarity of expression and structure is important as is a consistent referencing style. High grades will be obtained when students demonstrate well a nuanced appreciation of the materials drawn upon, integrating where relevant and productive the unit's key themes and concepts.

On successful completion you will be able to:

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Synthesize the studied material
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors such as technological changes or political agendas, the influence of international traditions, models and ideas.

Delivery and Resources

DELIVERY

MAS104 AUSTRALIAN MEDIA consists of weekly 1-hour lectures and 4 x 2-hour tutorials. While the lectures are recorded through the ECHO system, students are encouraged to attend every lecture - these are lively, sometimes interactive sessions, and students will benefit from hearing from a range of specialist lecturers from the MMCCS Dept. Students are required to attend all 4 tutorials. Students that miss more than one tutorial, without evidence of sickness or unavoidable disruption, will have to defend their continuation in the unit. Besides attending lectures and tutorials, and completing required readings, MAS104 also requires students follow the unit on iLearn, and stay informed of special Announcements and additional information posted there.

It is the student's responsibility to record their tutor's email address ASAP. ALL questions and concerns about MAS104 should be, in the first instance, emailed to the tutor. Generally, student emails will be replied to within 48 business hours.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

The readings and other materials for this course can be found via the library. Also see iLearn for details. Students must read the set readings BEFORE tutorials.

Unit Schedule

This will be available on iLearn.

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

New Assessment Policy in effect from Session 2 2016 <http://mq.edu.au/policy/docs/assessm>

[ent/policy_2016.html](http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/). For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.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.

UNIT REQUIREMENTS AND EXPECTATIONS

You will be expected to evaluate critical responses to media issues and to apply critical perspectives to additional empirical material. You will be identifying and evaluating major arguments, based on course material as well as wider reading, in order to develop coherent, concise and well-supported arguments.

Extensions and special consideration

An ability to meet deadlines is an important aspect of media courses. Extensions will only be considered by the tutor if: they are requested BEFORE the due date; and they're accompanied by evidence of either illness or misadventure/misfortune. Otherwise, late assignments will be penalised by 5% per day (including weekends and public holidays). Please don't refer to your professional/work commitments: it's your responsibility to factor in your university workload and manage your time accordingly. However, we do appreciate that your university time might be disrupted or destabilised for various serious reasons. If this is the case, and you find yourself overwhelmed to the extent that you are struggling to meet an essay deadline (or even come to class) PLEASE speak to your tutor. You will be either referred to the appropriate student services on campus, or you can negotiate a mutually agreeable arrangement.

Assignment submission

The Essay Plan and Major Essay for this unit must be submitted electronically, to the Assessments folder in iLearn. Clearly marked Turnitin links will be open for these assessments closer to the due dates. Tutorial quizzes take place in class and answer sheets will be provided for these.

Special Consideration Policy

Please see http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Students applying for Special Consideration must submit an on-line application with the Faculty of Arts. For an application to be valid, it must include a completed Application for Special Consideration form and all supporting documentation. The on-line Special Consideration application is found at: http://www.arts.mq.edu.au/current_students/undergraduate/admin_central/special_consideration.

UNIVERSITY POLICY ON GRADING

See the University Grading Policy <http://www.mq.edu.au/policy/docs/grading/policy.html>

The grade a student receives will signify their overall performance in meeting the learning outcomes of a unit of study. Grades will not be awarded by reference to the achievement of other students nor allocated to fit a predetermined distribution. In determining a grade, due weight will be given to the learning outcomes and level of a unit (ie 100, 200, 300, 800 etc). Graded units will use the following grades:

HD High Distinction 85-100

D Distinction 75-84

Cr Credit 65-74

P Pass 50-64

F Fail 0-49

ACADEMIC HONESTY

Academic honesty is an integral part of the core values and principles contained in the Macquarie University Ethics Statement (<http://www.mq.edu.au/ethics/ethic-statement-final.html>). 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.

The link below has more details about the policy, procedure and schedule of penalties that will apply to breaches of the Academic Honesty policy.

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

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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

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

This graduate capability is supported by:

Learning outcome

- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms

Assessment tasks

- Essay Plan & Bibliography
- Major Essay

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

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Exhibit good communication skills in seminar situation relating to content studied: be able to present this with ability to lead a subject-specific discussion
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Synthesize the studied material
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors such as technological changes or political agendas, the influence of international traditions, models and ideas.

Assessment tasks

- Participation
- Quiz
- Essay Plan & Bibliography
- Major Essay

Critical, Analytical and Integrative Thinking

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

This graduate capability is supported by:

Learning outcomes

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Exhibit good communication skills in seminar situation relating to content studied: be able to present this with ability to lead a subject-specific discussion
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
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Assessment tasks

- Participation
- Quiz
- Essay Plan & Bibliography
- Major Essay

Problem Solving and Research Capability

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

This graduate capability is supported by:

Learning outcomes

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national

context, and an understanding of how these media forms, industries and practices have responded to a range of factors such as technological changes or political agendas, the influence of international traditions, models and ideas.

Assessment tasks

- Participation
- Quiz
- Essay Plan & Bibliography
- Major 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

- Exhibit good communication skills in seminar situation relating to content studied: be able to present this with ability to lead a subject-specific discussion
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors such as technological changes or political agendas, the influence of international traditions, models and ideas.

Assessment tasks

- Participation
- Quiz
- Essay Plan & Bibliography
- Major Essay

Changes from Previous Offering

This unit has a new structure of 4 x 2 hr tutorial sessions. Students should note the weekly lectures have some new content in response to a rapidly changing media environment and new

emphases in media studies. The content of the unit is now arranged into 3 modularised themes – rather than the 5 themes stated in the Unit Description. These modules group three specialised lectures together with one 2 hour tutorial. A range of specialists from the MMCCS Dept. will contribute to the unit via lectures and some topics mentioned in the Unit Description may be changed. For example, in this semester's offering of MAS104, there will be less emphasis on distinct media sectors or forms within these (eg magazines, the press, radio - talkback), and more attention devoted to changes wrought with convergence, the digital, etc. There is a theme of 'understanding the national', but this is to be explored and contextualised (and expanded) with an increased attention to international models, developments and influences. The tutorial will explore content found in the lectures, connecting targeted readings. The unit content has also been updated to include either more recent or highly relevant research.