MECO705

From Alphabet to Internet: the History of Communication

S2 Day 2016

Department of Media, Music, Communication and Cultural Studies

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Lecturer
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Y3A193F
After class

Credit points
4

Prerequisites
Admission to MRes

Corequisites

Co-badged status

Unit description
Learn how to produce, improve and demonstrate your creative imagination, reasoning and skills through an appreciation of texts (literary, music/sound, film, performative, theoretical) using critical reflection and analytic tools. This unit will provide opportunities for critical reflection and/or creative production relevant to specific disciplinary areas.

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:

Gain advanced knowledge of the literature in the field of media theory.

Evaluate, synthesise and analyse various media texts and practices as well as scholarly literature appropriate to the research topic.

Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.

Communicate (either oral or written) a clear and coherent exposition of the theoretical and analytical knowledge and methods utilised in the field of research.

Apply knowledge and theories to new contexts and multiple media.

Assessment Tasks

Name	Weighting	Due
Lead the class	25%	Weeks 3–9
Oral presentation	25%	Weeks 10–12
Final essay	50%	11.11.2016

Lead the class

Due: **Weeks 3–9**
Weighting: **25%**

Students will be assigned a week when they lead the class discussion. The discussion will focus on that week's readings and the lead reader will be responsible for bringing key passages into conversation and moderating a collective reflection around the readings. A detailed list of expectations and requirements will be available in iLearn.

Assessment criteria:

Critical thinking and evaluation of arguments: students will be assessed based on their ability to identify, evaluate and analyse key passages in scholarly literature.

Communication: students will be assessed based on their ability to communicate the arguments of others as well as their own ideas to the class.

On successful completion you will be able to:
- Gain advanced knowledge of the literature in the field of media theory.
- Evaluate, synthesise and analyse various media texts and practices as well as scholarly literature appropriate to the research topic.
- Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.
- Communicate (either oral or written) a clear and coherent exposition of the theoretical and analytical knowledge and methods utilised in the field of research.

Oral presentation

Due: **Weeks 10–12**
Weighting: **25%**

Students will prepare 20-minute in class presentations on a chosen topic. Although the choice of topic is free within the overall frame of the unit, students are required to engage both with academic literature and media-related practices. The aim of the presentation is to prepare

students for their final essay by laying out their research topic, research question, research materials and key literature. The presentation should give a clear indication of their field of research; including a tentative argument, context, as well as problem areas and possible solutions.

Assessment criteria:

Demonstration of critical thinking: Students will be assessed based on how they canvas their field of research in the presentation.

Evaluation and application of knowledge: Students will be assessed based on their ability to apply gained knowledge and theories to new contexts and media.

Communication and clarity of presentation: Students will be assessed based on how they convey and defend their ideas in the presentation; including the use of visual aids, structure and time-management.

On successful completion you will be able to:
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- Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.
- Communicate (either oral or written) a clear and coherent exposition of the theoretical and analytical knowledge and methods utilised in the field of research.
- Apply knowledge and theories to new contexts and multiple media.

Final essay

Due: **11.11.2016**
Weighting: **50%**

Students will write a 4000 word research essay that builds on the oral presentation. The essay should have a clearly articulated research question, an argument that is developed and supported throughout the essay, as well as a structure that supports the argument. The essay should engage with the unit readings as well as include independent readings. A minimum of six (6) academic references is required.

Submission is via Turnitin.

Late submissions incur a penalty of 10% per day.

Assessment criteria:

Reading and research: Evidence of thorough engagement with unit literature and independent

readings. Demonstration of advanced knowledge of the research field and application of knowledge to new contexts and media.

Argument and analysis: Well-articulated and well-supported argument; evidence of critical thinking (through evaluating the arguments of others and supporting one's own position); evidence of relational thinking (through making connections between key ideas from the unit and wider literature, and supporting these connections).

Communication: Strategies for communicating ideas and arguments demonstrate imagination and critical reflection. Chosen examples and case studies are original, and they are related to other examples in innovative ways.

Style and Referencing: Fluent writing, polished language and complete referencing are required. The structure must support the argument and offer a clear and balanced exposition of theoretical and practical knowledge.

On successful completion you will be able to:
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Delivery and Resources

Readings will be available at the library's online reserve.

Unit schedule:

Week 1: Introduction: the history of communication media

No readings.

Week 2: Extensions of man

Kracauer, Siegfried (1995/1963) 'The Mass Ornament' in *The Mass Ornament: Weimar Essays*. Cambridge, Mass: Harvard University Press, pp. 75–86.

McLuhan, Marshall (1994/1964), "The Medium is the Message" in *Understanding Media: The Extensions of Man.* The MIT Press, 7–21.

Week 3: Frames of representation

Friedberg, Anne (2006) 'The Frame' in *The Virtual Window: From Alberti to Microsoft*. Cambridge, Mass: The MIT Press, pp. 59–99.

Week 4: Media archaeology

Parikka, Jussi (2013) 'Introduction: Cartographies of the Old and the New' in *What is Media Archaeology?* London: Polity Press, pp. 1–18.

Strauwen, Wanda (2013) 'Media Archaeology: Where Film History, Media Art, and New Media (Can) Meet' in Julia Noordegraaf et al (eds.) *Preserving and Exhibiting Media Art: Challenges and Perspectives*. Amsterdam: Amsterdam University Press, pp. 59–79. http://www.oapen.org/search?identifier=530353

Week 5: Post-cinema

Adrian Ivakhiv (2016) 'The Art of Morphogenesis: Cinema in and beyond the Capitalocene' in Shane Denson & Julia Leyda (eds.) *Post-Cinema. Theorizing 21st Century Film.* Sussex: Reframe Books, chapter 6.1. http://reframe.sussex.ac.uk/post-cinema/6-1-ivakhiv/

Kara, Selmin (2016) Anthropocenema: Cinema in the Age of Mass Extinctions in Shane Denson & Julia Leyda (eds.) *Post-Cinema. Theorizing 21st Century Film.* Sussex: Reframe Books, chapter 6.2. http://reframe.sussex.ac.uk/post-cinema/6-2-kara/

Week 6: The brain is the screen

Pisters, Patricia (2012) 'Introduction: Schizoanalysis, Digital Screens, and New Brain Circuits' in *The Neuro-Image: A Deleuzian Film-Philosophy of Digital Screen Culture*. Stanford: Stanford University Press, pp. 1–33.

Väliaho, Pasi (2014) 'Biopolitical Visual Economy: Image, Apparatus, and the Cerebral Subject' in *Biopolitical Screens*. Cambridge, Mass: The MIT Press, pp. 1–26.

Week 7: Network culture

Parikka, Jussi (2007) 'Contagion and Repetition: On the Viral Logic of Network Culture' in *Ephemera* vol. 7:2, 287–308.

Terranova, Tiziana (2015) 'Securing the Social: Foucault and Social Networks' in Sophie Fuggle, Yari Lanci, and Martina Tazzioli (eds.) *Foucault and the History of Our* Present. London: Palgrave MacMillan, pp. 111–127.

Week 8: Social media

Dijck, José van (2012) 'Engineering Sociality in a Culture of Connectivity' & 'The Ecosystem of Connective Media' in The Culture of Connectivity. Oxford: Oxford University Press, chapters 1 & 8.

Week 9: Big data

boyd, danah & Kate Crawford (2012) 'Critical questions for big data' in *Information, Communication & Society* vol. 15:5, pp. 662–679. DOI: 10.1080/1369118X.2012.678878

Kitchin, Rob (2014) 'Big Data, new epistemologies and paradigm shifts' in *Big Data & Society* vol. 1, pp. 1–12. DOI: 10.1177/2053951714528481

Week 10: Student presentations No readings.

Week 11: Student presentations No readings.

Week 12: Student presentations No readings.

Week 13: Final essay preparation No readings.

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/assessment/policy_2016.html. 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.

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

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their

professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Gain advanced knowledge of the literature in the field of media theory.
- Evaluate, synthesise and analyse various media texts and practices as well as scholarly literature appropriate to the research topic.
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- Communicate (either oral or written) a clear and coherent exposition of the theoretical and analytical knowledge and methods utilised in the field of research.
- Apply knowledge and theories to new contexts and multiple media.

Assessment tasks

- Lead the class
- Oral presentation
- Final essay

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Gain advanced knowledge of the literature in the field of media theory.
- Evaluate, synthesise and analyse various media texts and practices as well as scholarly literature appropriate to the research topic.
- Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.
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- Oral presentation

- Final essay

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

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- Gain advanced knowledge of the literature in the field of media theory.
- Evaluate, synthesise and analyse various media texts and practices as well as scholarly literature appropriate to the research topic.
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- Final essay

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

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- Evaluate, synthesise and analyse various media texts and practices as well as scholarly literature appropriate to the research topic.
- Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.
- Communicate (either oral or written) a clear and coherent exposition of the theoretical

and analytical knowledge and methods utilised in the field of research.

• Apply knowledge and theories to new contexts and multiple media.

Assessment tasks

• Lead the class

• Oral presentation

• Final essay

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

• Evaluate, synthesise and analyse various media texts and practices as well as scholarly literature appropriate to the research topic.

• Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.

• Communicate (either oral or written) a clear and coherent exposition of the theoretical and analytical knowledge and methods utilised in the field of research.

• Apply knowledge and theories to new contexts and multiple media.

Assessment tasks

• Lead the class

• Oral presentation

• Final essay

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

• Demonstrate critical thinking and evaluation of the arguments of others and development

of students' own ideas and arguments in relation to scholarly literature.

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