



WMEC104

Australian Media

MUIC Term 3 2016

Macquarie University International College

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Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Teacher

Tricia Daly

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Contact via Email

Email for an appointment.

Can Yalcinkaya

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Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

The unit is structured around five modules with each focusing on a different media sector in Australia – press, cinema, radio, television and advertising. Students are introduced to tools for analysing media. Each module provide students with an overview of a specific media industry in Australia and then focuses on one or more significant aspect of media content relevant to that industry. Finally, each module examines at least one contemporary issue of importance to that industry.

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 improved subject-specific presentation skills and 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 enhanced understanding of how media contribute to a sense of Australian culture and how they have done so historically.

Demonstrate an improved ability to be an active and critical consumer of Australian media content.

Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

General Assessment Information

Requirements to Pass

In order to pass this unit a student must:

- Pass the final examination or final assessment task
- Achieve a Standard Numerical Grade (SNG) of 50 or more in the unit
- Attend at least 80% of scheduled classes

For further details about grading, please refer to the [Grading Policy](#).

Submission of Assessment Tasks

Assessments must be submitted following instructions provided. Assessment tasks which have not been submitted as required will not be marked. They will be considered a non-submission and zero marks will be awarded.

Turnitin

Turnitin compares electronically submitted papers to a database of academic publications, internet sources and other papers that have been submitted into the system to identify matching text. It then produces an Originality Report which identifies text taken from other sources, and generates a similarity percentage to judge whether plagiarism has occurred (see Academic Honesty section below).

Multiple submissions may be possible via Turnitin prior to the due date of an assessment and originality reports may be made available to students. In such cases they should be used to check work for plagiarism prior to a final submission.

Where there is a requirement for assessment tasks to be submitted through Turnitin, it is the student's responsibility to ensure that work is submitted correctly prior to the due date. Hard copies will not be accepted unless indicated otherwise by a teaching staff member. Records in Turnitin will be taken as records of submission. For assistance submitting through Turnitin, you may approach your teacher, lodge a [OneHelp](#) Ticket, refer to the [IT help page](#) or seek assistance from [Student Connect](#).

Students should note that for a first time submission the Originality Report will be available immediately post submission but for any subsequent submissions it may take 24 hours or longer

for the report to be generated. This may be after the due date so students should plan their submission carefully.

Missed Assessments

The University recognises that students may experience unexpected events and circumstances that adversely affect their academic performance in assessment activities, for example illness. In order to support students who have experienced a serious and unavoidable disruption, the University will provide affected students with an additional opportunity to demonstrate that they have met the learning outcomes of a unit. An additional opportunity provided under such circumstances is referred to as special consideration.

The [Disruption to Studies Policy](#) applies only to *serious and unavoidable* disruptions that arise after a study period has commenced. Students with a pre-existing disability/health condition or prolonged adverse circumstances may be eligible for ongoing assistance and support. Such support may be sought through [Campus Wellbeing](#) and [Support Services](#).

Serious and Unavoidable Disruption The University classifies a disruption as **serious and unavoidable** if it:

- could not have reasonably been anticipated, avoided or guarded against by the student; and
- was beyond the student's control; and
- caused substantial disruption to the student's capacity for effective study and/or completion of required work; and
- occurred during an event critical study period and was at least three (3) consecutive days duration, and / or
- prevented completion of a final examination.

To be eligible for Special Consideration, a student must notify the University of a *serious and unavoidable* disruption within five (5) working days of the commencement of the disruption (Disruption to Studies notification). All Disruption to Studies notifications are to be made online via the University's [Ask MQ](#) system. A Disruption to Studies notification must be supported by documentary [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 and in submitting a disruption to studies notification, a student is agreeing to make themselves available to complete any extra work as required.

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 Disruptions to Studies notification via ask.mq.edu.au.

Late submissions without an approved extension are possible but will be penalised at 20% per

day up to 4 days (weekend inclusive). If a student submits an assessment task 5 or more days after the due date without grounds for special consideration (See [Disruptions to Studies Policy](#)) a record or submission will be made but the student will receive zero marks for the assessment task.

Final Examinations and Final Assessment Tasks

Final exams and final assessments will typically take place in Week 6 or Monday of Week 7. All students enrolled in a teaching session are expected to ensure they are available up until and including Monday of Week 7 to undertake examinations. Passing the final exam or final assessment task is a requirement to pass this unit.

Details of teaching session dates can be found on the [Important Dates](#) calendar. Due dated for assessments will be available in the unit guide and final examination timetables will be released to students prior to Week 5.

Planning for an exam is very important. All students should be familiar with the [Exam Rules](#). In addition, students should refer to the below links for other important examination related information.

- [Talk to your lecturer](#)
- [Revision tips](#)
- [What to bring with you](#)
- [What not to bring with you](#)
- [Where to get help](#)
- [Tips for Success](#)

It is not uncommon for students to have two examinations in one day.

Conduct During Assessments and Examinations

Students must adhere to the [Student Code of Conduct](#) and [Academic Honesty Policy](#) at all times.

Students will be provided with instructions relating to conduct during in-class assessment tasks. For all examinations, students will be required to:

- provide photographic proof of identity for the duration of the examination. This must be visible at all times during the examination.
- leave mobile phones, electronic devices, bags, computers, notes, books and similar items outside a final examination venue or in a designated space
- ensure any water brought into the examination room is in a clear and unmarked bottle
- obey all instructions provided by an Examination Supervisor
- refrain from communicating in any way with another student once they have entered the examination venue.

Students are NOT permitted:

- into an examination venue once one hour from the time of commencement (excluding any reading time) has elapsed
- to leave an examination venue *before* one hour from the time of commencement (excluding any reading time) has elapsed
- to be readmitted to an examination venue unless they were under approved supervision during the full period of their absence
- to obtain or attempt to obtain assistance in undertaking or completing the examination script
- to receive or attempt to receive assistance in undertaking or completing the examination script.

Students should also ensure they follow all requirements of the [Final Examination Policy](#).

Supplementary Examinations

Supplementary final examinations are held during the scheduled Supplementary Final exam Period. This may fall in Week 7 or within the first week of the subsequent teaching term. Results for supplementary exams may not be available for up to two weeks following the supplementary examination. Students in their final term of study who undertake supplementary final exams should note that formal completion of their Diploma Program will not be possible until supplementary results are released and this may impact on their ability to enrol in 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 the end of the grade appeal period each term.

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 may request and retain the originals of any documentation or evidence submitted to support notifications of disruptions to studies. Requests for original documentation will be sent to the applicant's student 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.

Contacting Teaching Staff and Obtaining Help and Feedback

Students may contact teaching staff at any time during the term by using the contact details provided in this guide.

For all university related correspondence, students are required to use their official Macquarie University student email account which may be accessed via the [Macquarie University Student Portal](#). Inquiries from personal email accounts will not be attended to.

Students may seek additional feedback at any time during the term and general feedback about their performance in a unit up to 6 months following results release. It is the student's responsibility to ensure that they approach the teaching staff in a timely manner if they feel that additional feedback is required.

Assessment Tasks

Name	Weighting	Due
Participation	20%	Ongoing
Quizzes	30%	Dates TBA via iLearn
Essay Plan	20%	Week 3 Lesson 2 - 5pm
Major Essay	30%	Last lesson in Week 6 - 5pm

Participation

Due: **Ongoing**

Weighting: **20%**

Students are expected to make an active and informed contribution to the class discussions. The teacher will look for evidence of engagement with the topics readings, so aim to contribute in ways that reflect your reading of the set material. Attendance alone will not count towards your participation grade. For a detailed explanation of participation marking criteria, see the rubric for participation in iLearn.

On successful completion you will be able to:

- Exhibit improved subject-specific presentation skills and lead a subject-specific discussion.
- Synthesize the studied material.
- Demonstrate enhanced understanding of how media contribute to a sense of Australian culture and how they have done so historically.
- Demonstrate an improved ability to be an active and critical consumer of Australian media content.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Quizzes

Due: **Dates TBA via iLearn**

Weighting: **30%**

There will be three (3) short quizzes during the term based on the readings and lesson content.

The scheduling of the quizzes will be at the teacher's discretion but students will be advised in class and via iLearn at least a week prior. As such students are strongly advised to listen to every lesson and closely consider every reading in the event of a quiz. Quizzes will be held in class and will take 15 minutes, and will be worth 10% each. Answer sheets will be provided in class. Students that are absent during the class in which a quiz has been administered will forfeit the marks for the quiz, unless a disruption to studies is approved. In these events, alternative arrangements will be made.

On successful completion you will be able to:

- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms.
- Synthesize the studied material.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Essay Plan

Due: **Week 3 Lesson 2 - 5pm**

Weighting: **20%**

A Essay plan worth 20% will be submitted in week 3 via Turnitin in iLearn. The Essay plan will include:

(1) An annotated resource list which covers the material (of part thereof) that will be used for the Essay (books, media texts, reports, articles, chapters, websites etc). Each listing should provide full bibliographical details, as well as a brief description of how it will be useful for your major essay. Each description should be approximately 100 words. There should be no less than 4 listings, and no more than 6.

AND

(2) An essay outline which presents the main parts of the essay: introduction, body, conclusion, and reference list. This is to be approximately 250 words long and may be presented through either bullet-points or a paragraph.

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.
- Use discipline specific terminology to communicate concepts and ideas relevant to this

unit.

Major Essay

Due: **Last lesson in Week 6 - 5pm**

Weighting: **30%**

Students will submit a 1500-word essay based on the course content in week 6. 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. The essay will be due in the last lesson in Week 6 and must be Submitted via Turnitin.

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 enhanced understanding of how media contribute to a sense of Australian culture and how they have done so historically.
- Demonstrate an improved ability to be an active and critical consumer of Australian media content.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Delivery and Resources

DELIVERY

Scheduled Class Time & Timetables

Weekly face to face contact for this unit will be 6 hours consisting of 2 x 3 hour lessons (36 hours per term).

Students will be able to enrol in their classes and view their personal timetable via eStudent and may also view general timetable information via Macquarie University's [Timetable page](#).

If any scheduled class falls on a public holiday a make-up lesson may be scheduled. Where appropriate, the instructor may instead organise an online make-up lesson or requires students to complete additional activities outside of class. Scheduled make-up days will be announced in class and attendance will be taken where relevant.

Attendance Requirements - All students

All students are required to attend at least 80% of scheduled class time to pass this unit.

Attendance will be monitored in each lesson & students will be able to see their attendance

records for a unit via iLearn.

Where a student is present for a part 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 teacher reserves the right to mark a student absent for that part of the lesson.

Because of the intensive nature of this program, students should be aware that their attendance in this unit may fall below 80% relatively quickly.

In cases of unavoidable non-attendance due to illness or circumstances beyond control, students should lodge a [Disruption to Studies](#) Notification via ask.mq.edu.au within 5 working days and supply relevant supporting documentation, even if they have not missed a formal assessment task. This will ensure that that appropriate records of unavoidable absences can be made.

For further information on attendance, please refer to the [Attendance and Study Load Policy](#).

iLearn

[iLearn](#) is Macquarie's online learning management system and a principal resource which will be used throughout the term. Students should access iLearn at least 3 times per week as it will contain important information including:

- Announcements - Teaching staff will communicate to the class using iLearn announcements.
- A link to the unit guide for the unit and staff contact details
- Lecture notes and recordings where available
- Learning and teaching activities and resources
- Assessment information
- Exercise questions and solutions
- Assessment submission tools such as Turnitin
- Other relevant material

For any technical or support issues using iLearn, please contact the IT helpdesk (Ph. 02 9850 4357) or lodge a ticket using [OneHelp](#).

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

The compulsory readings for WMEC104 are available in iLearn. Students must read the weekly readings BEFORE each class.

Recommended Text

Cunningham, S. and Turnbull, S. (2014) *The media and communications in Australia*, Allan and Unwin: Australia.

Technology Used and Required

- Access to internet (Available on Campus using Macquarie [OneNet](#))

- Access to [iLearn](#)
- Access to Macquarie University [Library catalogue](#)
- Access to Microsoft Office Word and Excel (available in Labs)

Unit Schedule

PLEASE NOTE THAT YOUR READINGS ARE LISTED IN iLEARN. THE CLASS 'DISCUSSION QUESTIONS' - WHICH DOUBLE AS (POTENTIAL) QUIZ QUESTIONS - ARE ALSO LISTED IN iLEARN.

LECTURE SCHEDULE

<i>Week/ Lesson</i>	<i>Topic/Content Covered</i>	<i>Required Reading</i>	<i>Associated Tasks</i> (Subject to Variation)	<i>Assessment Task</i>
1.1	Topic 1 Introduction to Australian Media	Griffen-Foley	<ul style="list-style-type: none"> • Discuss central themes and concepts. • Look through the Unit Guide. • Ask questions to clarify content. • Take notes on the main focus of the course. • Discuss why these issues are important. 	Participation Ongoing
1.2	Topic 2 Representation and Analysis	Bowles	<ul style="list-style-type: none"> • Discuss different analytical approaches. • Look at methods for analysing the media. • Ask questions about representation. • Conduct a media analysis. • Present your findings to the class. 	Quiz TBA Ongoing
2.1	Topic 3 Media and the nation	Anderson	<ul style="list-style-type: none"> • Discuss the nation. • Discuss imagined communities. • Explore how language and media mediate the world. • Analyse Australian media. How does Australian media construct, perpetuate and contest the idea of the nation state? • Present your findings to the class. 	
2.2	Topic 4 The press and the public sphere	Barker	<ul style="list-style-type: none"> • Discuss the press, the public sphere and the nation state. • Examine contemporary tensions underlying press media. • Analyse Australian press media. • Present your findings to the class. 	

3.1	Topic 5 Magazines and gender	Brooks and Kelly	<ul style="list-style-type: none"> • Discuss magazines, gender and the nation state. • Examine differing magazine discourses. • Analyse magazines. • Compare and contrast gender representation in magazines. • Present your findings to the class. 	Essay Plan Due
3.2	Topic 6 Radio: power and privilege	Griffen-Foley Turner	<ul style="list-style-type: none"> • Discuss the history of Australian radio. • Examine the differences between commercial, PSB and community radio. • Analyse commercial, PSB and community radio. • Present your findings to the class. 	
4.1	Topic 7 Australian TV: Milestones and Challenges.	Moran Price	<ul style="list-style-type: none"> • Discuss Australian televisions contribution to national culture. • Examine the differences between commercial, PSB and community TV. • Analyse commercial, PSB and community TV representations. • Present your findings to the class. 	
4.2	Topic 8 TV comedy – stereotypes, satire and parody.	Wilson Davis	<ul style="list-style-type: none"> • Discuss Australian humour and its contribution to national culture. • Examine the differences between stereotypes, satire and parody. • Analyse Australian humour. • Present your findings to the class. 	
5.1	Topic 9 Australian Cinema: Challenges and opportunities	Burns and Eltham Goldsmith	<ul style="list-style-type: none"> • Discuss the history of Australian cinema. • Examine the differences between commercial, national and transnational cinema discourses. • Analyse Australian Cinema. • Present your findings to the class. 	
5.2	Topic 10 Advertising Australia –Ockers, Shrimps and Bikinis–	Crawford Khamis	<ul style="list-style-type: none"> • Discuss Australian advertising. • Examine the difference between nationalism in advertising (ordinary, nostalgia and collective action). • Analyse Australian advertising. • Present your findings to the class. 	
6.1	Topic 11 Australian PR – Growth Industry	Macnamara and Crawford Crawford	<ul style="list-style-type: none"> • Discuss the tension between public relations and the wider Australian media. • Examine public relations and journalism. • Analyse public relations media. • Present your findings to the class. 	

6.2	Social media – conversational and interactive	Carah and Louw Fitzpatrick	<ul style="list-style-type: none"> • Discuss how ordinary citizens contribute to Australian media. • Examine social media, the public sphere, democracy and the law. • Analyse social media. • Present your findings to the class. 	Final Essay Due
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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.

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.

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

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcome

- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

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 improved subject-specific presentation skills and 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.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Assessment tasks

- Quizzes
- Essay Plan
- 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 improved subject-specific presentation skills and 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 enhanced understanding of how media contribute to a sense of Australian culture and how they have done so historically.
- Demonstrate an improved ability to be an active and critical consumer of Australian media content.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Assessment tasks

- Participation
- 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 an improved ability to be an active and critical consumer of Australian media content.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Assessment tasks

- Essay Plan
- 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 improved subject-specific presentation skills and lead a subject-specific discussion.
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Assessment tasks

- Participation
- Major Essay

Changes from Previous Offering

The unit content has been updated to include more recently published research and more topical case studies.