



WMEC105

Media Cultures

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

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Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

This unit assesses some of the major transformations and continuities in the media environment of the early twenty-first century. Topics covered include: technological convergence; global media flows; regulation and ownership of media industries; the challenges to publicly funded media in an increasingly global and digital media environment; new and emerging media industries, including the creative industries discourse; key discourses and frameworks for analysing media audiences.

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:

Analyse and critically evaluate key concepts in Media Studies including various theoretical positions on media audiences, industries and policies.

Identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes

Undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals

Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.

Reflect critically on their own academic work and engage actively in the process of learning

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 a 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 approach teaching staff if they feel they required additional feedback.

Assessment Tasks

Name	Weighting	Due
Essay Proposal	15%	Week 3 - Monday 9am
Student run class	20%	Weeks 3-6
Quizzes (participation)	10%	Weeks 3-6
Essay	40%	Week 5 - Friday 5pm
Essay Evaluation	5%	Week 6 - Friday 5 pm
Participation in classes	10%	ongoing

Essay Proposal

Due: **Week 3 - Monday 9am**

Weighting: **15%**

In Week 3, you will have a consultation with your teacher, where you will discuss how you plan to respond to one of the essay questions. You should submit a 500 word (plus references) outline of your essay structure to Turnitin on Monday 9 am. Your teacher will allocate meeting times prior to Week 3. You should bring a copy of your outline for your own use during the meeting. The essay questions and further instructions are posted on iLearn.

The outline should consist of a bullet point description of how you expect to structure your essay. The outline should demonstrate the ability to construct a framework for analysing and critiquing an identified issue. The outline should also acknowledge some of your (initial) research choices. You should also include a reference list of at least three sources you have read so far in preparing your outline and should include in-text referencing where appropriate. At least one of your sources should be from independent reading beyond the unit reader.

Based on the verbal feedback you receive from your teacher, you will be able to make changes to your essay outline and start writing your essay.

Marking Criteria

This is guide only - detailed marking criteria will be provided in class.

- Adequate reading and research
- Understanding of key concepts in the unit
- Ability to compare and analyse key concepts in the unit
- Organisation of argument
- Clarity of communication
- Accurate and appropriate referencing
- preparation and thinking in anticipation of the meeting, including consideration of questions on the essay evaluation form

On successful completion you will be able to:

- Undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit

Student run class

Due: **Weeks 3-6**

Weighting: **20%**

Between Weeks 3 and 6, each student, along with two classmates, run a class. The three people running the class should plan the session together, sharing responsibilities and coordinating their activities. This is not a class presentation. Your assignment is to stimulate class discussion and to manage that discussion; your assignment is **not** to summarise the readings. Your class activities should be based around discussion questions which you devise yourselves. Any activity that involves considering and discussing questions which relate to the topic, readings and classes for the week is suitable. See iLearn for further advice on structuring and planning suitable activities and for tips on posing good questions.

Marking Criteria

This is guide only - detailed marking criteria will be provided in class.

- Understanding and critical analysis of key readings and ideas. Deployment of understanding to promote others' understanding
- Research and preparation
- Organisation of the learning activities
- Communication and providing opportunities for student engagement

On successful completion you will be able to:

- Analyse and critically evaluate key concepts in Media Studies including various theoretical positions on media audiences, industries and policies.
- Identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- Undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit

Quizzes (participation)

Due: **Weeks 3-6**

Weighting: **10%**

There are eight online multiple choice quizzes throughout the term testing your understanding of lessons and reading, and thus your participation in two key elements of the unit. In order to successfully complete the quiz you must have attended or carefully listened to the lesson and read the set readings for the week.

Quizzes are hosted on WMEC105's iLearn site and you can access them immediately after the class of the week in which they are set. You will have three days to complete each quiz. There will be two quizzes each week in Weeks 3,4, 5, and 6. Late submissions of quizzes will not be accepted without an approved disruption to studies. Feedback on your quiz answers will be available a week after the quiz closes.

If you would like to practice for the assessed quizzes, you may want to watch the videos in the video glossary and take the associated multiple choice self-tests.

For a detailed explanation of participation marking criteria, see the rubric for participation in iLearn.

On successful completion you will be able to:

- Analyse and critically evaluate key concepts in Media Studies including various theoretical positions on media audiences, industries and policies.
- Identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes

Essay

Due: **Week 5 - Friday 5pm**

Weighting: **40%**

The essay (1000 words plus list of references) provides an opportunity for you to build on the

outline you submitted in Week 3. The essay questions are posted on iLearn and must be handed in via Turnitin. Unless otherwise advised by your teacher, you should address the same essay question, but you may want to modify your approach or arguments in the light of feedback from your teacher and your own reflection on the strengths and weaknesses of your argument.

All essays should include evidence of wide reading and significant independent research. Your essay should refer to AT LEAST:

- three readings from the uni reader, including those mentioned in your specific essay question.
- three **academic** sources beyond the unit reader. At least two of these should be articles from an academic peer-reviewed journal.

Broader reading within the disciplines of media, communications and cultural studies will be highly valued. All essays should include a reference list with full bibliographic details of all sources referred to in the essay, and in-text referencing. In WMEC105, we expect you to use the Harvard or author-date referencing style. Further information about how to use this style is included on the library website under '[Harvard Style](#)'.

Marking Criteria

This is guide only - detailed marking criteria will be provided in class.

- Understanding and critical engagement with key readings in the unit
- Comparison and analysis of key concepts in the unit
- Independent research within the discipline
- Use of research and reading to support the argument
- Organisation of argument including clear addressing of the question
- Clarity of communication
- Accurate and appropriate referencing
- Ability to reflect upon and utilise essay outline feedback

On successful completion you will be able to:

- Analyse and critically evaluate key concepts in Media Studies including various theoretical positions on media audiences, industries and policies.
- Identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- Undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.
- Reflect critically on their own academic work and engage actively in the process of

learning

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

Essay Evaluation

Due: **Week 6 - Friday 5 pm**

Weighting: **5%**

In Week 6 you will submit a 250 word Essay Evaluation in which you will critically reflect on your essay and how effective it was in meeting the objectives and criteria for assessment. There is a form available for download on ilearn which will give you an idea about what aspects of your essay you should reflect on. In this Evaluation, you will have the opportunity to make a statement which details: (1) how you sought to address the assessment criteria in your essay; (2) how well you think you achieved these aims and (3) what you could have done to improve your argument. Your essay mark will be released after you submit your Essay Evaluation. The evaluation must be handed in via Turnitin.

Marking Criteria

- preparation and thinking, including consideration of questions on the essay evaluation form
- awareness of criteria for the essay and learning outcomes of the unit
- engagement in self-assessment of written work
- reflection on future work and planning

On successful completion you will be able to:

- Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.
- Reflect critically on their own academic work and engage actively in the process of learning

Participation in classes

Due: **ongoing**

Weighting: **10%**

Attendance and participation at classes, based on effective preparation including reading, and attending classes (or listening to them carefully online) is essential to successfully complete the course. Your understanding of the ideas in classes and readings will be tested through the online quizzes. However, teachers will also keep records of your attendance at classes and 10% will be allocated on the basis of your participation, preparedness, and contributions to class discussions and group activities.

Marking criteria

This is guide only - detailed marking criteria will be provided in class.

- * evidence of preparation for classes by reading and attending (or auditing) classes
- * informed contributions to discussion in classes
- * thoughtful attempts to share and develop ideas with peers and teacher
- * evidence of reflection on your own understandings and perspectives
- * regular attendance at classes

On successful completion you will be able to:

- Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.
- Reflect critically on their own academic work and engage actively in the process of learning
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit

Delivery and Resources

DELIVERY & RESOURCES

Scheduled Class Time & Timetables

We will have 2 x 3 Hour classes every week throughout the term (36 Hours for the Term).

Classes will present the students a combination of activities. Students are expected to attend every class. *Students should expect to spend approximately 12 hours each week outside of class time reading and preparing for assignments and classes.* You should read the required readings for each week before the class.

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](#). Please note that you must attend classes which you have be enrolled in and we are unable to assist with changes of class time.

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 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 will be announced in class and attendance will be taken taken for both for face to face and online make-up lessons.

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
- Tutorial 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 Text:

The links to WMEC105 readings will be available online on iLearn.

Recommended Text:

Meikle, Graham & Young, Sherman (2012) *Media Convergence: Networked Digital Media in Everyday Life*, Palgrave is recommended and available in the Coop Bookshop.

Technology Used and Required

WMEC105 uses iLearn and it is expected that students will regularly check iLearn for details about classes, assessments and further readings.

Assignment submission

Written assignments will be submitted to Turnitin via the links on the WMEC105 iLearn website. Please make sure your full name, student number and teachers name appears on the first page of your document.

What you can expect in WMEC105

Our strategy in WMEC105 is to get you to deepen and broaden your interest in media studies by exposing you to some critical theoretical frameworks that will help you understand the contemporary media landscape.

A lot of nonsense is written and talked around the media, and media studies can help you analyse the assumptions people (scholars and civilians) make when they pronounce on the media. You will have an opportunity to critically interrogate those assumptions, compare different perspectives on related issues, and test the evidence that is offered to support some of the big statements people make about 'the media' and especially 'new media'. In short we'll expect you to come out at the end of the unit able to be critical of others' (and your own) preconceptions about new media.

We will ask a lot of you in this unit – you won't be able to slowly fall asleep in classes and then feedback hastily memorised material in a final exam. To pass the unit you will need to consistently attend and participate in classes, read every week, and start working towards your major essay right at the beginning of the term. While there are a lot of assessments in the unit, most of them build on each other, so the work you put in to prepare for a response in Week 3 will be valuable in the essay you submit in Week 5. However, you will need to be organised. We will remind you of upcoming deadlines, but you also need to keep close track of them yourself.

You'll also need to talk to your fellow students, right from the beginning – we think you learn as much from each other as from listening to your teachers. Group work, classes and also the iLearn site give you an opportunity to discuss administrative and intellectual issues with your peers.

Even though some of the ideas, readings and tasks we'll ask you to engage with are really challenging, we will give you lots of help and support in building towards (and then planning beyond) your major essay. You will have opportunities to get feedback on your plans, and to get extra marks for a thoughtful reflection, even on a major essay that doesn't turn out as well as you hoped.

Unit Schedule

Week/ Lesson	Topic/Content Covered	Required Reading	Associated Tasks	Assessment Task
1.1	Introduction Convergent media, current contexts	Meikle & Young, (2012) Ch 3. Manovich (2001).	Unit Readings Due in week 1.2	
1.2	How did we get here?	Meikle&Young, (2012) Ch 7. Thompson (1999).	Unit Readings Due in week 1.2	
2.1	What makes media change?	Winston (1995) Flew (2008)	Unit Readings Due in week 2.1	
2.2	Research and writing	'Researching a Topic' Training course notes	Unit Readings Due in week 2.2	
3.1	Global media flows	McChesney (2001). Appadurai (2000 [1990])	Unit readings Due in week 3:1	Student Run Classes Quiz 3.1
3.2	Regulating 21st Century Media	Meikle&Young, (2012) Ch 8. Lessig (1999)	Unit readings Due in week 3:2	Student Run Classes Quiz 3.2 Essay Proposal & Outline
4.1	Ownership	Croteau and Hoynes (2005) Dwyer, Marin and Goggin (2011)	Unit Readings Due in week 4:1	Student Run Classes Quiz 4.1
4.2	Regulating Australian Media	Ackland (2015) Jaivin (2014) Meikle (2012)	Unit Readings Due in week 4:2	Student Run Classes Quiz 4.2
5.1	The end of Public Service Broadcasting?	Jacka (2006) Andrejevic (2013)	Unit Readings Due in week 5:1	Student Run Classes Quiz 5.1

Week/ Lesson	Topic/Content Covered	Required Reading	Associated Tasks	Assessment Task
5.2	Social media, new public spheres?	Howley (2007) Van Dijck (2009)	Unit Readings Due in week 5:2	Student Run Classes Quiz 5.2 Major Essay
6.1	Vulnerable viewers?	Ruddock (2001) Barker (2001)	Unit Readings Due in week 6:1	Student Run Classes Quiz 6.1
6.2	Media audiences, marketing & convergence	Turnbull (2006) Balnaves and O'Regan (2010)	Unit Readings Due in week 6:2	Student Run Classes Quiz 6.2 Essay Evaluation

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

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they

participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Analyse and critically evaluate key concepts in Media Studies including various theoretical positions on media audiences, industries and policies.
- Identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit

Assessment tasks

- Essay Proposal
- Quizzes (participation)
- Essay
- Essay Evaluation
- Participation in classes

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

- Analyse and critically evaluate key concepts in Media Studies including various theoretical positions on media audiences, industries and policies.
- Identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- Undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals

- Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.
- Reflect critically on their own academic work and engage actively in the process of learning
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit

Assessment tasks

- Essay Proposal
- Student run class
- Quizzes (participation)
- Essay
- Participation in classes

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

- Analyse and critically evaluate key concepts in Media Studies including various theoretical positions on media audiences, industries and policies.
- Identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- Undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.
- Reflect critically on their own academic work and engage actively in the process of learning
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit

Assessment tasks

- Essay Proposal

- Quizzes (participation)
- Essay
- Essay Evaluation
- Participation in classes

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

- Analyse and critically evaluate key concepts in Media Studies including various theoretical positions on media audiences, industries and policies.
- Identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- Undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit

Assessment tasks

- Essay Proposal
- Quizzes (participation)
- 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

- Analyse and critically evaluate key concepts in Media Studies including various theoretical positions on media audiences, industries and policies.
- Identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- Undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Communicate academic ideas verbally and in a range of genres of writing, including abstracts and essays.
- Reflect critically on their own academic work and engage actively in the process of learning
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit

Assessment tasks

- Student run class
- Essay
- Essay Evaluation
- Participation in classes

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Assessment task

- Participation in classes

Socially and Environmentally Active and Responsible

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

This graduate capability is supported by:

Assessment task

- Participation in classes