MAS 104

Australian Media

S1 Day 2017

Department of Media, Music, Communication and Cultural Studies

Contents

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General Information

Unit convenor and teaching staff
Convenor, Lecturer, Tutor
Rachael Gunn
rachael.gunn@mq.edu.au
Contact via rachael.gunn@mq.edu.au
Y3A191K
Please email for an appointment. Tutor details will be available on iLearn.

Credit points
3

Prerequisites

Corequisites

Co-badged status

Unit description
MAS104 offers an introduction to the media in Australia. Suitable for students interested in pursuing further media studies the course provides a good general introduction to media issues, organisations and media cultures in Australia that will be useful to any future career in the media. It also caters for those wanting to be better informed and more critical consumers of Australian media. As well as offering an overview of its historical development, the course examines both traditional media (such as the press, radio, cinema, and television) and contemporary issues that affect Australian media and the challenges associated with digitisation, convergence and the impact of globalisation and the internet. In MAS104 you will explore questions such as: How is Australian nationhood realised through media? What is a media 'imagined community'? What is public broadcasting and does it matter in the deregulated environment of new media? What is the relationship between media and democracy in Australia? How important is quality news and current affairs reporting to democracy in Australia? How important is television and film in terms of knowing who we are? Has national identity or identities been forged through media in the past, and how is this relationship to the national changing with a distributed networked culture?

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

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

Synthesize the studied material and thoughtfully deploy them in support of a critical argument

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, including technological changes, political agendas, and the influence of international traditions, models and ideas

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

Assessment Tasks

Name	Weighting	Hurdle	Due
Class Tests	30%	No	Weeks 5 and 12
Mini Essay	25%	No	13 April 2017: 5pm
Major Essay	45%	No	9 June 2017: 5pm

Class Tests

Due: **Weeks 5 and 12**
Weighting: **30%**

Assessment Outline

This assignment involves two closed-book, in-class tests. Each test consists of fifteen multiple-choice questions based on the required readings and on the lecture content. The Week 5 test may be based on any material from Weeks 1-5. The Week 12 test may be based on any material from Weeks 1-12.

Requirements

The Class Tests will be administered during tutorials.

Assessment Criteria

Marks will be awarded according to the number of questions answered correctly.

Submission Instructions

Class Tests will be distributed at the start of tutorials in Weeks 5 and 12. Each test will last twenty minutes and will consist of fifteen multiple-choice questions only. All Class Tests will be collected in class. There will be no opportunity to complete the tests online.

Extensions and Late Penalties

Students who miss a Class Test will forfeit the marks for that test. Where a Disruption to Studies application has been approved, alternative arrangements will be made for the student.

Students with a pre-existing disability/health condition or prolonged adverse circumstances may be eligible for ongoing assistance and support. Such support is governed by other policies and may be sought and coordinated through Campus Wellbeing and Support Services.

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, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Mini Essay

Due: **13 April 2017: 5pm**
Weighting: **25%**

Assignment Outline

This Mini Essay is designed for students to develop their skills of research and argument, drawing on the subject and themes covered in this course. Students should treat this assessment as preparation for their Major Essay, because it will allow tutors to give early feedback on students' capacity for independent research, knowledge of the Australian mediascape, and academic writing skills. Feedback and grading of this assessment task is to be used by students to improve their arguments, research and writing skills before submission of the Major Essay in Week 13.

Requirements

- The essay must address one of the topics in the Mini Essay Guide, which will be available on iLearn. The essay must demonstrate engagement with the content of MAS104.

- Mini Essays must be 800 words (plus or minus 10%, including all in-text references, not including reference list).

- Mini Essays must address one of the set topics available on iLearn. Topics will be available in the Mini Essay Guide on iLearn.

- Mini Essays must include a *minimum* of four (4) scholarly sources. At least two of these sources should draw on independent research, and at least two of these sources should draw on the readings provided in MAS104.

- Full bibliographical details for the publications you use should be given through in text referencing and Bibliography in **Harvard style**. A referencing guide will be available on iLearn. Please note: Every in-text reference must include a page number.

Assessment Criteria

- Survey pertinent academic literature and Australian media examples

- Reflect upon and synthesize the studied material, drawing on key ideas, themes and concepts

- Clearly communicate in an academic style in written form

- Thoughtfully structure an argument in essay form

- Demonstrate a capacity to apply knowledge and critique in written form

- Appropriately reference in Harvard Style

Submission Instructions

- Write the question you are responding to at the top of the page, with your name and tutor's name, and tutorial information.

- The final version of your essay is due on Turnitin/iLearn by 5pm Thursday 13th April. For a guide to using Turnitin, please visit: https://www.mq.edu.au/ilearnstudent_info/ assignments.htm. Your first submission on Turnitin is final. Please check that you are submitting the correct file.

Extensions and Late Penalties

The final submission on Turnitin will attract a late penalty of 10% of the total possible mark per day (including weekends and public holidays). Assignments submitted 10 days late (or more) will not be accepted.

Extensions on the final version may be granted if Disruption to Studies is approved, or may be approved at the convenor's discretion upon receipt of appropriate documentation in cases where Disruption to Studies may not be applicable. Please see the Disruption to Studies policy: http://mq.edu.au/policy/docs/disruption_studies/policy.html.

Students with a pre-existing disability/health condition or prolonged adverse circumstances may

be eligible for ongoing assistance and support. Such support is governed by other policies and may be sought and coordinated through Campus Wellbeing and Support Services.

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 and thoughtfully deploy them in support of a critical argument
- 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, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Major Essay

Due: **9 June 2017: 5pm**
Weighting: **45%**

Assignment Outline

This Major Essay is designed for students to further hone their skills of research and argument, drawing on the ideas and themes covered in this course. Students should utilise the feedback they received for the Mini Essay in preparation of the Major Essay.

Requirements

- The essay must address one of the topics in the Major Essay Guide, which will be available on iLearn. The essay must demonstrate engagement with the content of MAS104.

- Major Essays must be 1800 words (plus or minus 10%, including all in-text references, not including reference list).

- Major Essays must address one of the set topics available on iLearn. Topics will be available in the Major Essay Guide on iLearn.

- Major Essays must include a *minimum* of six (6) scholarly sources. At least three of

these sources should draw on independent research, and at least three of these sources should draw on the readings provided in MAS104.

• Full bibliographical details for the publications you use should be given through in text referencing and Bibliography in **Harvard style**. A referencing guide will be available on iLearn. Please note: Every in-text reference must include a page number.

Assessment Criteria

Students will be assessed in terms of their level of ability to:

• Survey pertinent academic literature and Australian media examples

• Reflect upon and synthesize the studied material, drawing on key ideas, themes and concepts

• Clearly communicate in an academic style in written form

• Thoughtfully structure an argument in essay form

• Demonstrate a capacity to apply knowledge and critique in written form

• Appropriately reference in Harvard Style

Submission Instructions

• Write the question you are responding to at the top of the page, with your name and tutor's name, and tutorial information.

• The final version of your essay is due on Turnitin/iLearn by 5pm Friday 9th June. For a guide to using Turnitin, please visit: https://www.mq.edu.au/ilearnstudent_info/assignments.htm. Your first submission on Turnitin is final. Please check that you are submitting the correct file.

Extensions and Late Penalties

The final submission on Turnitin will attract a late penalty of 10% of the total possible mark per day (including weekends and public holidays). Assignments submitted 10 days late (or more) will not be accepted.

Extensions on the final version may be granted if Disruption to Studies is approved, or may be approved at the convenor's discretion upon receipt of appropriate documentation in cases where Disruption to Studies may not be applicable. Please see the Disruption to Studies policy: http://mq.edu.au/policy/docs/disruption_studies/policy.html.

Students with a pre-existing disability/health condition or prolonged adverse circumstances may be eligible for ongoing assistance and support. Such support is governed by other policies and may be sought and coordinated through Campus Wellbeing and Support Services.

On successful completion you will be able to:
- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
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- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Delivery and Resources
Delivery Mode

Day (Internal).

Unit Requirements

A 3-credit point unit equates to an average of 10 hours of work per week over the 15 weeks of session (150 hours). Therefore, it is expected that you will spend 10 hours per week on MAS104, which includes lectures, tutorials, and private study. Private study may include reading time and preparation for assignments.

Students are reminded that they will be assessed on their knowledge of the unit content, which includes the weekly lectures, set readings, as well as in-class discussions.

Required Readings

Required readings will be listed on iLearn. All required readings will be available through the library's MultiSearch function. Students must read the set weekly readings before tutorials.

Technologies Used and Required

The assignments in this unit require word-processing skills and access to a web browser. Students will be expected to submit written material in class and online, and should therefore be equipped with appropriate technology and writing materials to do so.

Unit Schedule

This consists of weekly 1-hour lectures and 5 x 2-hour tutorials. All lecture and tutorial times, as

well as classrooms, are available on the MQ Timetables
website: http://www.timetables.mq.edu.au

Lectures for this unit begin in **Week 1**.

Tutorials for this unit will be held in the following weeks:

- **Week 3**
- **Week 5**
- **Week 7**
- **Week 9**
- **Week 12**

Please note: if you are enrolled in a Friday tutorial, in Week 7 you will need to attend a Monday
tutorial instead due to the public holiday Good Friday.

Topic schedule and additional materials 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

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy_2016.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.a
u/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disr
uption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): https://staff.mq.edu.au/work/strategy-
planning-and-governance/university-policies-and-procedures/policies/special-consideration

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.m
q.edu.au.

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

Information is correct at the time of publication.

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 outcomes

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Synthesize the studied material and thoughtfully deploy them in support of a critical argument

Assessment tasks

- Mini Essay
- Major Essay

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

- Mini Essay
- Major Essay

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

- 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, including technological changes, political agendas, and

the influence of international traditions, models and ideas

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

Assessment tasks

- Class Tests
- Mini Essay
- 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
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Synthesize the studied material and thoughtfully deploy them in support of a critical argument
- 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, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Assessment tasks

- Class Tests
- Mini Essay

- 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
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Synthesize the studied material and thoughtfully deploy them in support of a critical argument
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
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- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Assessment tasks

- Class Tests
- Mini Essay
- 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
- Synthesize the studied material and thoughtfully deploy them in support of a critical argument

Assessment tasks

- Mini Essay
- 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

- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Synthesize the studied material and thoughtfully deploy them in support of a critical argument
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically

Assessment tasks

- Class Tests
- Mini Essay
- Major Essay

Engaged and Ethical Local and Global citizens

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

justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- 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, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Assessment tasks

- Class Tests
- Mini Essay
- Major Essay

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:

Learning outcomes

- 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, including technological changes, political agendas, and the influence of international traditions, models and ideas

Assessment tasks

- Class Tests
- Mini Essay
- Major Essay

Changes from Previous Offering

This unit will now hold 5 x 2-hour tutorial sessions.

The 'Participation' and 'Literature comprehension/summary exercise' has been replaced with an additional in-class test.

The 'Essay Plan and Annotated Bibliography' has been replaced with the 'Mini Essay'.

The unit content has been updated to include either more recent or highly relevant research. The weekly lectures have been updated in response to a rapidly changing media environment and new emphases in media studies.