



# MECO704

## Disruptive Media

S1 Day 2017

*Department of Media, Music, Communication and Cultural Studies*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit convenor

Catharine Lumby

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Y3A 255

By appointment

Credit points

4

Prerequisites

Admission to MRes

Corequisites

Co-badged status

Unit description

This unit examines the question of disruptive innovation in the context of media industries. Case studies considered in the unit include journalism, publishing, the music industry, and screen media.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)

Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)

Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)

Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)

Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)

## General Assessment Information

All assignments must be submitted through Turnitin on the ILearn site.

Please note that a penalty of 10% per day will apply to assignments submitted late unless a Disruption to Studies application has been approved.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Presentation</a>	40%	No	May 17-31
<a href="#">Major Essay</a>	60%	No	14 June

### Presentation

Due: **May 17-31**

Weighting: **40%**

A major presentation delivered to the seminar group on a case study of media disruption or social media using critical theories we have explored in the course. Students are encouraged to apply critical theories in their case study. Presentations should be twenty minutes in duration and will take place in the seminars of Week 11-13.

On successful completion you will be able to:

- Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)
- Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)
- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)
- Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)
- Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)

### Major Essay

Due: **14 June**

Weighting: **60%**

This essay is the major research paper on a topic of your choice within the domain of media forms, media industry, technological disruption and social media. The essay should focus on a specific media industry, and may build on the case study included in the presentation. Word limit is 3,500 words.

On successful completion you will be able to:

- Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)
- Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)
- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)
- Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)
- Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)

## Delivery and Resources

The unit is in the form of weekly two hour seminars. Readings will be provided by the convenor.

## Unit Schedule

### Week 2: 7 March - Unit introduction

### Week 3: 15 March - What is Media Disruption?

Reading: Clayton M. Christensen, 'Introduction', *The Innovator's Dilemma*, Second Edition, New York: HarperBusiness, 2000

Jill Lepore, 'The Disruption Machine: What the Gospel of Innovation Gets Wrong', *The New Yorker*, 23 June, 2014, pp. 30-36

Janneke Adema, 'Our Take on Disruption', [disruptivemedia.org.uk](http://disruptivemedia.org.uk), 2014

**Additional Reading:** John Potts, 'The Big Now and the Faraway Then', Chapter 5 in *The New Time and Space*, Basingstoke: Palgrave Macmillan, 2015. Note: Chapters from *The New Time and Space* (e-book) are available for download from the library online catalogue.

Online resources: Centre for Disruptive Media: [disruptivemedia.org.uk](http://disruptivemedia.org.uk)

Disruption in the Media Economy - David Campbell: [david-campbell.org](http://david-campbell.org)

MediaDisruption: [mediadisruption.com](http://mediadisruption.com)

## Week 4: 22 March - **Disruption and Journalism**

Reading: John Potts, 'Introduction', *The Future of Writing*, Basingstoke: Palgrave Pivot, 2014

Jennifer Beckett and Catharine Lumby, 'Reading and Writing the News in the Fifth Estate', *The Future of Writing*, 2014

Note: Chapters from *The Future of Writing* (e-book) are available for download from the library online catalogue.

Michael Massing, 'Digital Journalism: How Good Is It?/The Next Generation', *The New York Review of Books*, 4 June and 25 June 2015

## Week 5: 29 March - **Politics and Disruption**

## Week 6: 5 April - **The Publishing Industry (Jan Zwar)**

Reading: Jan Zwar, 'Introduction' in *Disruption and Innovation in the Australian Book Industry: Case Studies of Trade and Education Publishers*, Macquarie Economics Research Paper, February 2016

Note: the full text of this Research Paper is available on request to the convenor.

## Week 7: 12 April

### **MID SEMESTER BREAK**

## Week 8: 26 April - **Social Media and The New Public Sphere**

Nancy Baym (2010), 'Making New Media Make Sense', *Personal Connections in the Digital Age*, Polity, Cambridge, pp. 22-49.

Nancy Baym and danah boyd (2012), 'Socially Mediated Publicness', *Journal of Broadcasting and Electronic Media*, 56 (3), pp. 320-329.

## Week 9 : 3 May: **Social media and the limits to speech**

Lawrence Lessig (2010), 'Getting our values around copyright right', *Edacause Review*, 45(2), pp. 26-42.

danah boyd and Kate Crawford (2012), 'Critical Questions for Big Data', *Information, Communication and Society*, 15(5), pp. 662-679.

Terry Flew and Bonnie Lui (2011), 'Globally Networked Public Spheres? The Australian Media Reaction to Wikileaks', *Global Media Journal Australian Edition*, 5 (1), pp. 1-13.

Emma Jane (2012), 'You're a Ugly, Whorish Slut: Understanding E-bile', *Feminist Media Studies*, 14(4), pp. 531-546.

## Week 10: 10 May: **Social Media and the Post-Truth Era**

W. Lance Bennett (2012), 'The Personalisation of Politics: Political Identity, Social Media, and Changing Patterns of Participation', *The Annals of the American Academy*, AAPSS, 644, November, pp. 20-38.

Clay Shirky (2011), 'The Political Power of Social Media', *Foreign Affairs*, Vol.90, Issue 1, pp. 28-41.

## Weeks 11 - 13: 10 May - 31 May: **Student Presentations**

### **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](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](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.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy (in effect until Dec 4th, 2017): [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_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/](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](http://ask.mq.edu.au).

A late penalty of 10% per day will be applied to assignments submitted after the deadline unless a Disruption to Studies application has been approved.

## 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](http://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](http://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/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

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

## Graduate Capabilities

### PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

### Learning outcomes

- Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)
- Apply knowledge and ideas in a critical analysis of contemporary media and internet

culture (GC 1, 3 & 6)

## Assessment tasks

- Presentation
- Major Essay

## PG - Discipline Knowledge and Skills

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

This graduate capability is supported by:

## Learning outcomes

- Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)
- Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)

## Assessment tasks

- Presentation
- Major Essay

## PG - Critical, Analytical and Integrative Thinking

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

This graduate capability is supported by:

## Learning outcomes

- Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)
- Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)
- Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)
- Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)



## Assessment tasks

- Presentation
- Major Essay

## PG - Research and Problem Solving Capability

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

This graduate capability is supported by:

### Learning outcome

- Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)

## Assessment tasks

- Presentation
- Major Essay

## PG - Effective Communication

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

This graduate capability is supported by:

### Learning outcome

- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)

## Assessment tasks

- Presentation
- Major Essay

## PG - Engaged and Responsible, Active and Ethical Citizens

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

This graduate capability is supported by:

## **Learning outcome**

- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)

## **Assessment tasks**

- Presentation
- Major Essay