MECO705

From Alphabet to Internet

S1 Day 2017

Department of Media, Music, Communication and Cultural Studies

Contents

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
Lecturer
Ilona Hongisto
ilona.hongisto@mq.edu.au
Contact via 02 9850 2117
Y3A193F
Wednesdays 11-12

Credit points
4

Prerequisites
Admission to MRes

Corequisites

Co-badged status

Unit description
This unit focuses on the critical turns of media theory. The unit explores key concepts and historical contexts relating to a range of media, and elaborates on their materiality and communicative modalities. This unit will provide opportunities for critical reflection and/or creative production relevant to specific disciplinary areas.

Important Academic Dates

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

Learning Outcomes

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

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

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

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

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

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

Assessment Tasks

Name	Weighting	Hurdle	Due
Attendance and Participation	25%	No	Week 1 to week 12
Short Essay	15%	No	24.3.
Peer Feedback	5%	No	29.3.
Oral Presentation	15%	No	Weeks 11 and 12
Final Essay	40%	No	7.6.

Attendance and Participation

Due: **Week 1 to week 12**
Weighting: **25%**

Participation will be assessed based on the student's active contribution to class discussion. Each student is expected to formulate at least two (2) questions per reading and to bring these questions into the class discussion. In addition, each student is expected to think of and share one (1) practical example inspired by each of the readings. These examples are meant to elucidate the arguments of the readings. In weeks 11 and 12, participation will be assessed based on active engagement with other students' presentations. This may include questions, comments or comparative examples that reflect on the presentation topics.

On successful completion you will be able to:
- 1. Gain advanced knowledge of the literature in the field of media theory.
- 2. Evaluate, synthesise and analyse various media texts and practices as well as scholarly literature appropriate to the research topic.
- 3. Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.
- 5. Apply knowledge and theories to new contexts and multiple media.

Short Essay

Due: **24.3.**
Weighting: **15%**

Students will write a 1000-word essay on the notion of the medium and the practice of (re)mediation. The essays will draw on the readings and discussions from the first three weeks (McLuhan, Kittler, Grusin & Bolter) and they will link the arguments of the readings to a reflection of the student's own preferred medium. Detailed essay instructions will be provided in week 1.

Submission is via Turnitin.

Late submissions will incur a penalty of 10% per day.

Assessment criteria:

Reading and research: Evidence of thorough engagement with unit literature. Demonstration of application of gained knowledge to new contexts and media.

Argument and analysis: Evidence of critical thinking (through evaluating the arguments of others and supporting one's own position); evidence of relational thinking (through making connections between key ideas from the unit and supporting these connections).

Communication and style: Strategies for communicating ideas and arguments demonstrate imagination and critical reflection. The writing is fluent, language is polished and referencing is complete. The structure supports the argument and offers a clear and balanced exposition of theoretical and practical knowledge.

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

Peer Feedback
Due: **29.3.**
Weighting: **5%**

Each student will give feedback of a fellow student's essay. Feedback sessions will be held in week 5 (29.3.). Students will be given a feedback template that they need to fill out, go through and discuss with the author of the essay. After the feedback session, each student writes a report of the session on a template provided by the unit convener. Both the feedback template and the report will then be submitted to Turnitin by Friday 30.3.

Late submissions incur a penalty of 10% per day.

Assessment criteria:

Evaluation and reflection: Evidence of critical thinking through evaluating the arguments of others. Demonstration of reflection through relational thinking (through making connections between the readings and other media examples).

Communication: Demonstration of thorough engagement with the work of others. Evidence of

supportive feedback: clear and justified indication of positive aspects and those that could be ameliorated.

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

Oral Presentation

Due: **Weeks 11 and 12**
Weighting: **15%**

Students will prepare 15-minute in class presentations on their chosen topic. Although the choice of topic is free within the overall frame of the unit, students are required to engage both with academic literature and media-related practices. The aim of the presentation is to prepare students for their final essay by laying out their research topic, research question, research materials and key literature. The presentation should give a clear indication of their field of research; including a tentative argument, context, as well as problem areas and possible solutions.

Assessment criteria:

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

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

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

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

Final Essay

Due: **7.6.**

Weighting: **40%**

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

Submission is via Turnitin.

Late submissions incur a penalty of 10% per day.

Assessment criteria:

Reading and research: Evidence of thorough engagement with unit literature and independent readings. Demonstration of advanced knowledge of the research field and application of knowledge to new contexts and media.

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

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

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

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

Delivery and Resources

Week 1: History of Communication

Week 2: The Medium McLuhan, Marshall (1994/1964), "The Medium is the Message" in *Understanding Media: The Extensions of Man.* The MIT Press, 7–21. Kittler, Friedrich (2014) 'The City Is a Medium' in *The Truth of the Technological World: Essays on the Genealogy of Presence*. Stanford: Stanford University Press, pp. 138–151

Week 3: Remediation Grusin, Richard & Jay David Bolter (2000) 'Immediacy, hypermediacy, remediation' in *Remediation: Understanding New Media*. Cambridge, Mass: The MIT Press, pp. 21–50

Week 4: Read & Write

Week 5: Peer feedback sessions

Week 6: Media archaeology Strauwen, Wanda (2013) 'Media Archaeology: Where Film History, Media Art, and New Media (Can) Meet' in Julia Noordegraaf et al (eds.) *Preserving and Exhibiting Media Art: Challenges and Perspectives*. Amsterdam: Amsterdam University Press, pp. 59–79. http://www.oapen.org/search?identifier=530353

Week 7: Media archives Baron, Jaimie (2013) 'The archive affect: The archival fragment and the production of historical "presence"' in *The Archive Effect: Found footage and the audiovisual experience of history*. London: Routledge, pp. 109–137.

Recess

Week 8: Network culture Terranova, Tizziana (2004) 'Three propositions on Informational Cultures' in *Network Culture: Politics for the Information Age*. London: Pluto Press, pp. 6–38.

Week 9: Social media Dijck, José van (2012) 'Engineering Sociality in a Culture of Connectivity' in *The Culture of Connectivity*. Oxford: Oxford University Press, chapter 1.

Week 10: Big data boyd, danah & Kate Crawford (2012) 'Critical questions for big data' in *Information, Communication & Society* vol. 15:5, pp. 662–679. DOI: 10.1080/1369118X.2012.678878

Week 11: Oral presentations

Week 12: Oral presentations

Week 13: Final essay preparation

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.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

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.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

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

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

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

This graduate capability is supported by:

Learning outcomes

- 1. Gain advanced knowledge of the literature in the field of media theory.
- 2. Evaluate, synthesise and analyse various media texts and practices as well as scholarly literature appropriate to the research topic.
- 3. Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.
- 5. Apply knowledge and theories to new contexts and multiple media.

Assessment tasks

- Attendance and Participation
- Short Essay
- Peer Feedback
- Oral Presentation
- Final Essay

PG - Discipline Knowledge and Skills

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

This graduate capability is supported by:

Learning outcomes

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

Assessment tasks

- Attendance and Participation

- Short Essay

- Peer Feedback

- Oral Presentation

- Final Essay

PG - Critical, Analytical and Integrative Thinking

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

This graduate capability is supported by:

Learning outcomes

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

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

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

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

- 5. Apply knowledge and theories to new contexts and multiple media.

Assessment tasks

- Attendance and Participation

- Short Essay

- Peer Feedback

- Oral Presentation

- Final Essay

PG - Research and Problem Solving Capability

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

This graduate capability is supported by:

Learning outcomes

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

- 2. Evaluate, synthesise and analyse various media texts and practices as well as scholarly literature appropriate to the research topic.
- 3. Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.
- 5. Apply knowledge and theories to new contexts and multiple media.

Assessment tasks

- Attendance and Participation
- Short Essay
- Peer Feedback
- Oral Presentation
- Final Essay

PG - Effective Communication

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

This graduate capability is supported by:

Learning outcomes

- 3. Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.
- 4. Communicate (either oral or written) a clear and coherent exposition of the theoretical and analytical knowledge and methods utilised in the field of research.

Assessment tasks

- Attendance and Participation
- Short Essay
- Peer Feedback
- Oral Presentation
- Final Essay

PG - Engaged and Responsible, Active and Ethical Citizens

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

This graduate capability is supported by:

Learning outcomes

- 3. Demonstrate critical thinking and evaluation of the arguments of others and development of students' own ideas and arguments in relation to scholarly literature.
- 4. Communicate (either oral or written) a clear and coherent exposition of the theoretical and analytical knowledge and methods utilised in the field of research.

Assessment tasks

- Attendance and Participation
- Short Essay
- Peer Feedback
- Oral Presentation
- Final Essay