WFMD001

Media

MUIC Term 3 2017

Macquarie University International College

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Disclaimer

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General Information

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Credit points
3

Prerequisites

Corequisites

Co-badged status

Unit description
What is media and why should we study it? This question is at the centre of this unit. In the context of rapidly changing, globalised new media environments students will explore contemporary media concepts and practices with an emphasis on digital media's integration into virtually every aspect of modern life. Students will analyse and evaluate technologies, acquire discipline-specific terminology, examine histories, and practices of the various forms that constitute media. This unit prepares students for media and communications studies and arts disciplines at tertiary level by developing verbal and written communication skills as well as giving them exposure to digital production tools available on campus.

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:

Understand the role of media in society.

Use discipline specific terminology to express concepts and ideas related to media and communications studies.

Discuss the purpose and key features of different forms of media.

Analyse, interpret, review and reflect on messages from a variety of media.

Use a given medium to express information for a given purpose.

General Assessment Information

Requirements to Pass

In order to pass this unit a student must obtain a mark of 50 or more for the unit (i.e. obtain a passing grade P/ CR/ D/ HD).

For further details about grading, please refer to Schedule 1 of the Assessment Policy.

Students must also pass any hurdle assessments as stipulated in the Assessment Section of this Unit Guide.

Grading

The College will award common result grades as specified in Schedule 1 of the Assessment Policy.

Students will receive criteria and standards for specific assessment tasks, which will be aligned with the grading descriptors given in Schedule 1.

The attainment (or otherwise) of learning outcomes for a unit of study will be reported by grade and mark which will correspond to the Schedule 1 and be as outlined below.

Grade		Mark Range	Outcome	Description
HD	High Distinction	85-100	Pass	Provides consistent evidence of deep and critical understanding in relation to the learning outcomes. There is substantial originality, insight or creativity in identifying, generating and communicating competing arguments, perspectives or problem solving approaches; critical evaluation of problems, their solutions and their implications; creativity in application as appropriate to the program.
D	Distinction	75-84	Pass	Provides evidence of integration and evaluation of critical ideas, principles and theories, distinctive insight and ability in applying relevant skills and concepts in relation to learning outcomes. There is demonstration of frequent originality or creativity in defining and analysing issues or problems and providing solutions; and the use of means of communication appropriate to the program and the audience.
CR	Credit	65-74	Pass	Provides evidence of learning that goes beyond replication of content knowledge or skills relevant to the learning outcomes. There is demonstration of substantial understanding of fundamental concepts in the field of study and the ability to apply these concepts in a variety of contexts; convincing argumentation with appropriate coherent justification; communication of ideas fluently and clearly in terms of the conventions of the program.

P	Pass	50-64	Pass	Provides sufficient evidence of the achievement of learning outcomes. There is demonstration of understanding and application of fundamental concepts of the program; routine argumentation with acceptable justification; communication of information and ideas adequately in terms of the conventions of the program. The learning attainment is considered satisfactory or adequate or competent or capable in relation to the specified outcomes.
F	Fail	0-49	Fail	Does not provide evidence of attainment of learning outcomes. There is missing or partial or superficial or faulty understanding and application of the fundamental concepts in the field of study; missing, undeveloped, inappropriate or confusing argumentation; incomplete, confusing or lacking communication of ideas in ways that give little attention to the conventions of the program.
FA	Fail		Did Not Attend	Student has failed the compulsory attendance component of assessment
FH	Fail	49	Failed Hurdle	Student has obtained a raw mark over 50, yet failed all available attempts of at least one hurdle assessment (as described within Schedule 2 of the Assessment Policy).

Final Grades not receiving a mark because the student has withdrawn after the Census Date, not submitted or completed one or more components of the assessment, has been awarded a supplementary assessment or because of an unresolved matter such as allegations of academic misconduct are outlined in Schedule 1.

Where to find information about assessment

General assessment information including the number and nature of assessments, due dates and weightings has been provided in this unit guide.

Specific assessment information including assignment instructions, questions, marking criteria and rubrics as well as examples of relevant and related assessment tasks and responses will be available in the Assessment section on iLearn. For units that have final examinations, students may access past final exam papers using MultiSearch.

Student Responsibilities

As per the Assessment Policy, students are responsible for their learning and are expected to:

- actively engage with assessment tasks, including carefully reading the guidance provided, understanding criteria, spending sufficient time on the task and submitting work on time;
- read, reflect and act on feedback provided;
- actively engage in activities designed to develop assessment literacy, including taking the initiative where appropriate (e.g. seeking clarification or advice, negotiating learning contracts, developing grading criteria and rubrics);
- provide constructive feedback on assessment processes and tasks through student feedback mechanisms (e.g. student surveys, suggestions for future offerings, student representation on committees);

- ensure that their work is their own; and
- be familiar with University policy and College procedures and act in accordance with those policy and procedures.

Submission of Assessment Tasks

Assessments must be submitted in accordance with instructions provided in this unit guide. 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 for the task.

Extensions & Late Submissions

Extensions will only be granted as a result of a Disruptions to Studies Notification for which special consideration has been awarded. To apply for an extension of time for submission of an assessment item, students must submit their Disruptions to Studies notification via ask.mq.edu.au.

Late submissions without an approved extension are possible but will be penalised at 20% per 24 hour period or thereof up to 4 days (weekend inclusive).

Example: An assignment is due at 5:00 pm on a Friday and is marked out of 100 marks.

- If a student submits at 5:02 pm on the Friday and no Disruptions to Studies or special consideration is granted, a penalty of 20% of the total marks possible (20 marks) will be deducted from their result.
- If the student submits the assignment on Sunday and no Disruptions to Studies or special consideration is granted, then a penalty of 40% (40 marks) will be deducted and so on.
- If a student submits an assessment task 5 or more days after the due date and no Disruptions to Studies or special consideration is granted, a record or submission will be made but the student will receive zero marks for the assessment task.

Where a student has been granted an extension and submits late, late penalties will be applied following the due date.

Please see “In class assessment” section for further information on in class assessments.

Retention of Originals

It is the responsibility of the student to retain a copy of any work submitted. Students must produce these documents upon request. 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.

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.

In Class Assessment

Students must bring their Student ID Card to all assessment tasks, including in class assessments and produce this if requested. Students may be refused the opportunity to take an in class assessment task where unable to show their student ID card.

Where an assessment is to be held or submitted a scheduled lesson, students must be ready to submit, present or sit the assessment task at the start of the lesson, however not all assessments may commence at the beginning of the lesson. No additional time or adjustment will be made for late arriving students or students not ready to submit an assessment at the start of the lesson and late penalties may apply.

For example, if a one hour test or quiz is due to take place in a three hour lesson, the test or quiz may start at any time in the first two hours, so students must be ready to take the test at the beginning of the lesson. No additional time will be given to or adjustment made for students who arrive late. While they may still be permitted to take the test, deepening on the task, the student will have only the remaining time to complete the task. Similarly, where an assessment task is due in a given lesson, late penalties may apply to a student who submits the task at the end of the lesson, depending on submission instructions for the task.

Final Examinations

The final examination period is from Thursday Week 6 until Monday of Week 7, including the weekend. This means that examinations and assessments may be held/due on the Saturday during the final examination period and students must be available to take exams and submit assessments on this day. For unit specific details please refer to the Assessment section of this unit guide.

The University will publish the College Final Examination Timetable at least 4 weeks before the commencement of the final examination period and students will be able to access their final examination schedule in Week 3 of the Term. **Final Examination Requirements**

Schedule 4 of the Assessment Policy explains what students are responsible for:

- checking the final examination timetable
- knowing the examination location (including seat number allocation) and arriving at allocated examination venue on time.
- knowing the structure and format of the examination
- adhering to the final examination timetable
- ensuring they are available for the full duration of the final examination period and supplementary examination period.

Details of the structure and format of the final examination paper will be made available to students via iLearn prior to the start of the final examination period. This detail will include:

- a copy of the examination coversheet, giving the conditions under which the examination will be held
- information on the types of questions the examination will contain, and
- an indication of the unit content the paper may examine.

Students must follow directions given by the Final Examination Supervisor.

Students will be required to present their Macquarie University Campus Card as photographic proof of identity for the duration of the final examination and may be refused the opportunity to take a final examination where unable to show their student ID card.

Students are not permitted to:

- enter a final examination venue once one hour from the time of commencement (excluding any reading time) has elapsed
- leave a final examination venue before one hour from the time of commencement (excluding any reading time) has elapsed
- leave a final examination venue during the last 15 minutes of the examination
- be readmitted to a final examination venue unless they were under approved supervision during the full period of their absence
- obtain, or attempt to obtain, assistance in undertaking or completing the final examination script
- receive, or attempt to receive, assistance in undertaking or completing the final examination script (Unless an application for reasonable adjustment has been approved)
- communicate in any way with another student once they have entered the final examination venue

Missed assessments and examinations

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.

In order to be eligible for special consideration students must submit a Disruption to Studies Notification via ask.mq.edu.au within five (5) working days of the commencement of the disruption and attach appropriate supporting evidence.

Where special consideration is granted the student will be given and an additional opportunity to demonstrate that they have met the learning outcomes of a unit in the form of an alternative or supplementary assessment task or extension.

Please refer to the Disruptions to Studies section under Policies and Procedures below.

Supplementary Tests, Supplementary Examinations and Second Attempts at a Hurdle Assessments

Where a student has been granted a supplementary test or examination as a result of a disruption to studies, they will be advised of the time, date and location for the supplementary task.

Supplementary interim assessments (i.e. assessments held during the term) will be held throughout the term with sittings typically taking place on these days:

- Week 3: Wednesday AND/OR Friday
- Week 5: Wednesday AND/OR Friday
- Week 6: Thursday

The supplementary final examination period (i.e. for formal, end of term examinations) will span from Monday Week 7 until Friday Week 1 of the subsequent teaching term. Students who have lodged a Disruptions to Studies must be available to undertake examinations during the supplementary examination period.

Where a student is eligible for **a second attempt at a hurdle assessment**, this will typically be organised during the supplementary interim/final examination periods unless stipulated otherwise in the assessment section of the unit guide.

For each assessment task affected by a disruption event, there will be a **limit of one extra assessable task or remedy applied**. If a further event affects the student's ability to partake in this assessment activity (i.e. a student cannot undertake the additional or supplementary assessment task as scheduled) the student will need to proceed with the grading of the original attempt or submit a further Disruption notification which would be assessed for a Withdrawal without Academic Penalty outcome.

Results for supplementary final examinations 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 and students who apply for special consideration for a unit which is a prerequisite to another unit in their program should note that formal completion of their 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.

Accessing your Results

Students will be able to view their results for internal assessments via the Grades section in iLearn.

Grades (e.g. HD, D, CR, P, F) for all assessment tasks will be released to students once marking has concluded. Marks for individual assessments may be released as well.

Final results for the unit will be released at 00:01 on Friday of Week 7. Students will be able to view their final result for the unit via eStudent.

Calculating your GPA

A Grade Point Average (GPA) is a calculation that reflects the overall grades of a student in a

coursework program. Please refer to the GPA Calculator.

Obtaining Feedback

Teaching staff will provide students with feedback about their academic progress and performance in assessment tasks or a unit of study. Where relevant, other staff such as Senior Teachers, Program Managers and members of the Student Administration and Services Team will provide feedback and advice to students about their performance in a program of study. Feedback may be provided to individual students, a group of students or a whole class and it may be written or verbal in nature.

Some examples of feedback include:

- Teaching staff member reviewing a draft submission and giving a student advice on how to improve their work before making a final submission
- Teaching staff member telling a class that they need to improve their editing of grammar in their recently submitted assignment.
- Teaching staff member discussing progress of an individual student before census date to allow the student to decide whether they should remain enrolled in the unit.
- Online feedback via announcements or forums, an online marking rubric or various iLearn activities employed in a unit. Please note that feedback on written assessments is usually provided via Feedback Studio in iLearn.
- Written marks and comments on a marking sheet or essay.

Recorded voice comment provided in response to an essay submitted online.

- A student receiving advice that they should consider withdrawing from a unit because they have missed too many classes / too much work to be able to catch up or for other reasons.

It is a student's responsibility to:

- Attend sessions, be present and actively engaged during times when feedback is provided in scheduled class times.
- If absent from an in-class feedback session due to unavoidable circumstances, organise an alternative time with the teacher so that they can receive their feedback
- Ensure that they have received sufficient feedback prior to their next assessment task and/or final assessment in the unit
- Act promptly on feedback provided (e.g. incorporate advice provided into their work and study habits).

If you are unsure how or when feedback has been or will be provided, or you feel that feedback provided is not sufficient, you must approach relevant teaching or administrative staff and request additional feedback in a timely manner during the term and prior to any subsequent

assessment task or the final assessment task for the unit. Claims that not enough feedback has been provided are not grounds for a grade appeal, especially where a student has not made any effort to approach staff about obtaining additional feedback in a timely manner. Students may seek general feedback about performance in a unit up to 6 months following results release.

Contacting Teaching Staff Obtaining Help

Students may contact teaching staff at any time during the term by using the contact details provided in this guide. Students should expect a response within 1-2 business days. Teaching staff are unable to accept assessment submissions via email, all assessments must be submitted as outlined in the unit guide.

For all university related correspondence, students must 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.

Academic Honesty

Using the work or ideas of another person, whether intentionally or not, and presenting them as your own without clear acknowledgement of the source is called Plagiarism.

Macquarie University promotes awareness of information ethics through its Academic Honesty Policy. This means that:

- all academic work claimed as original must be the work of the person making the claim
- all academic collaborations of any kind must be acknowledged
- academic work must not be falsified in any way
- when the ideas of others are used, these ideas must be acknowledged appropriately.

All breaches of the Academic Honesty Policy are serious and penalties apply. Students should be aware that they may fail an assessment task, a unit or even be excluded from the University for breaching the Academic Honesty Policy.

Turnitin

To uphold principles of Academic Honesty, Macquarie University employs online anti-plagiarism Software called Turnitin. Turnitin compares electronically submitted papers to a database of academic publications, internet sources and other student papers that have been submitted to the system to identify matching text. It then produces an Originality Report which identifies text taken from other sources, and generates a similarity percentage. Teaching staff will use the report to judge whether plagiarism has occurred and whether penalties should apply for breaches of the Academic Honesty Policy.

All text based assessments must be submitted through Turnitin as per instructions provided in the unit guide. It is the student's responsibility to ensure that work is submitted correctly prior to the due date. This includes verifying that correct files have been submitted as no special consideration will be given to students who have uploaded incorrect documents. No hard copies of assessments will be accepted and only Turnitin records will be taken as records of submission.

Multiple submissions may be possible via Turnitin prior to the final due date and time of an assessment task and originality reports may be made available to students to view and check their work.

There is no set percentage which indicates whether plagiarism has occurred; all identified matching text should be reconsidered carefully. If plagiarism has occurred or is suspected and resubmission is possible prior to the due date, students are advised to edit their work before making a final submission. Help may be sought from teaching staff. Students may also access research resources provided by the library or Learning Skills.

Students should note that the system will not immediately produce the similarity score on a second or subsequent submission - it will take at least 24-36 hours for the report to be generated. This may be after the due date so students should plan any resubmissions carefully.

Please refer to these instructions on how to submit your assignment through Turnitin and access similarity reports and feedback provided by teaching staff.

Should you have questions about Turnitin or experience issues submitting through the system, you must inform your teacher immediately. If the issue is technical in nature may also lodge a OneHelp Ticket, refer to the IT help page.

Submission of Drafts through Turnitin.

In some instances students may be required to submit drafts of written work via Turnitin **prior to the due date of the assessment** task so that they can receive feedback prior to making a final submission. If the student does not make a final submission prior to the due date, their draft will be counted as the final submission or late penalties applied.

Extension Activities

Language and Literacy Extension Activity Modules

Why do I need to complete Extension Activities?

Extension Activity Modules are specifically designed to develop English language proficiency and academic skills required for undergraduate studies.

These modules are integrated within each unit and support consistent and simultaneous learning of subject-specific academic concepts and content, literacy and academic skills.

Extension Activities are designed to enable students to develop their academic, language and tertiary skills consistently throughout the duration of their Foundation Program and focus on:

- academic listening skills
- academic reading skills
- academic writing skills, including essay/report writing, paraphrasing, summarising
- academic writing conventions (including academic referencing skills)
- oral presentation skills
- discussion and engagement in group activities in a variety of formats

Extension Activities are an integral and **compulsory** part of the Foundation Program. As the aim of the Foundation Program is to build English language and academic literacy skills, these activities are **hurdle assessments** in each unit. This means that students cannot pass a unit without satisfactorily completing Extension Activities in that unit. Content from the extension activities is **examinable**, and some activities will form part of preparation for assessment tasks.

How do I access my Extension Activity Modules?

Extension Activities will be available to students via iLearn units for each of the subjects they enrol in. Access to iLearn units will generally be available within 24 hours of enrolling in a unit via eStudent. If you do not have access to units after 48 hours of enrolling in a unit you should contact the IT Help Desk, or call 9850 4367. You may also lodge a OneHelp ticket.

How and when do I complete Extension Activities?

Extension Activities will be completed outside of class time and will constitute 5 hours of self-study per enrolled unit per week. This means that for a student enrolled in one unit required to complete 30 hours of self-study per term and for a student enrolled in two units would complete 10 hours of extension activities per week or 60 hours per term.

Extension activities will be completed under guidance from the teaching staff which means that students will be directed to relevant extension activities for each day or week. However, it is the student's responsibility to ensure that they complete the activities as required and approach teaching staff in a timely manner in order to seek assistance where required.

What will I need to do?

The nature of tasks will vary within each week and between units. Tasks may include activities which require students to:

- Communicate information to others orally as well as in writing
- Demonstrate understanding of written and spoken texts in various formats including videos and audio recordings
- Use technology to conduct research or access materials in various formats
- Apply analytical, problem solving and critical thinking skills
- Undertake independent reading
- Collect and analyse information and represent this in various formats
- Manage study projects independently or in groups
- Collaborate with other students and university professionals

Tasks will contain different types of activities and may be presented in different formats including crosswords puzzles, gap-fill exercises, research tasks, vocabulary exercises, recorded audio and video presentations, discussion forums and Turnitin submissions.

The number of tasks may vary from week to week but they will constitute at least 5 hours of additional work outside of class time. For example in one week students may need to undertake one multi staged activity which is of 5 hours duration, but in another week they may have to complete five shorter tasks.

How do I submit my Extension Activity work and when are they due?

Extension Activities will be completed on a weekly basis and will due at the following times:

- Week 1 activities: 11:55 pm Friday Week 1
- Week 2 activities: 11:55 pm Friday Week 2
- Week 3 activities: 11:55 pm Friday Week 3
- Week 4 activities: 11:55 pm Friday Week 4
- Week 5 activities: 11:55 pm Friday Week 5
- Week 6 activities: 11:55 pm **Wednesday** Week 6

All set tasks will need to be submitted and checked by teaching staff.

Some tasks will require students to submit work online while others may require submission in class. Tasks may also be practical in nature or require students to attend workshops and other activities within the University prior to completing a designated activity.

Instructions for each task will be made available in iLearn and teachers will guide students to the tasks during the course of the teaching term.

How will my progress in Extension Activity Modules be monitored and what type of feedback will I receive?

Student progress within Extension Activity Modules will be monitored throughout the term on a weekly basis by their teacher.

Depending on the nature of the task, feedback may be provided in various formats including but not limited to:

- Verbally in class
- Online via iLearn (e.g. within Turnitin, within online Assessment Submission links, in discussion forums or marking rubrics)
- As part of auto marked responses in online quizzes
- Email to individual students via their Macquarie University student email address.
- Via ask.mq.edu.au

It is the student's responsibility to approach teaching staff in a timely manner if they require additional feedback on their progress with extension activities.

Requirements for Satisfactory Completion

Extension activities are **hurdle assessments**. This means that students **MUST** satisfactorily complete Extension Activities in the unit in order to pass the unit.

Detailed instructions and requirements for completion of each task will be provided in iLearn. The requirements to satisfactorily complete each task will vary from task to task so students must read instructions carefully and are responsible for ensuring that they complete each activity as per the instructions provided. If you are uncertain about the expectations or do not understand the instructions, it if your responsibility to seek assistance from the teacher in a timely manner.

In order to meet the hurdle requirement and satisfactorily complete set activities, students must complete **ALL activities as per instructions provided.**

Late submissions and non-submission.

Each submission will be checked by the teaching staff member at the end of the relevant week. Where a student has not satisfactorily completed all the relevant activities, they will be given an additional opportunity to do so in the following week.

- Reattempt / second opportunity at Week 1 activities: due 11:55 pm Wednesday Week 2
- Reattempt / second opportunity at Week 2 activities: due 11:55 pm Wednesday Week 3
- Reattempt / second opportunity at Week 3 activities: due 11:55 pm Wednesday Week 4
- Reattempt / second opportunity at Week 4 activities: due 11:55 pm Wednesday Week 5
- Reattempt / second opportunity at Week 5 activities: due 11:55 pm Wednesday Week 6
- Reattempt/ second opportunity at Week 6 activities: due 11.55 pm Friday Week 6,

In Week 6 on Thursday, feedback will be provided to students on their Extension Activity progress within the term. Students who have not met the hurdle as stated will not be able to pass the unit and will receive a maximal mark of 49 F.

Students may take advantage of the second opportunity to complete extension activities without lodging a Disruptions to Studies notification. For example, Week 1 activities are due 11:55 pm Friday Week 1. If a student has not completed by Friday of Week 1, they may do so by Wednesday of Week 2 without lodging a Disruptions to Studies notification. Any additional opportunities to complete would only be considered in cases where a Disruptions to Studies is approved.

If assistance is required with any of the activities, it is the student's responsibility to contact their teacher to seek assistance immediately, in a timely manner and prior to the due date for the task.

Assessment Tasks

Name	Weighting	Hurdle	Due
Media Commentaries (4)	20%	No	Week 2 Lesson 4
Vlog and Brief Critical Review	20%	No	Week 4 Lesson 4
Group Podcast & Reflection	40%	No	Week 6 Lesson 4
Participation	20%	No	Ongoing
Extension Activities Module	0%	Yes	Weeks 1,2,3,4,5 & 6

Media Commentaries (4)

Due: **Week 2 Lesson 4**
Weighting: **20%**

Students will be required to provide 4 x 350-word commentaries on designated media texts. They will need to incorporate discipline-specific terms and concepts explored in the first two weeks of the course. Each commentary will be worth 5%. Drafts of each commentary need to be submitted during Week 1 and Week 2 in class so that students can receive and incorporate feedback prior to making a final submission. Students must compile their four commentaries into one document and make a final submission via Turnitin in iLearn prior to the end of Lesson 4 Week 2 . Feedback will be provided via GradeMark in Turnitin in Week 4.

Late Submission: Please refer to the late submission section above

On successful completion you will be able to:

- Understand the role of media in society.
- Use discipline specific terminology to express concepts and ideas related to media and communications studies.
- Discuss the purpose and key features of different forms of media.
- Analyse, interpret, review and reflect on messages from a variety of media.

Vlog and Brief Critical Review

Due: **Week 4 Lesson 4**
Weighting: **20%**

Students will be required to record an individual vlog that expands on one of their Commentaries on Media (Assignment 1). The vlog must be submitted by the end of Lesson 4, Week 4 via the provided iLearn submission link.

Students will also be required to view and then complete a brief review of another student's vlog. The review must be submitted through the Turnitin link in iLearn by the end of Lesson 1 Week 5. The vlog will be worth 10% and the review 10%. Feedback will be provided via iLearn in Week 5.

Late Submission: Please refer to the late submission section above

On successful completion you will be able to:

- Understand the role of media in society.
- Use discipline specific terminology to express concepts and ideas related to media and communications studies.
- Discuss the purpose and key features of different forms of media.
- Analyse, interpret, review and reflect on messages from a variety of media.

- Use a given medium to express information for a given purpose.

Group Podcast & Reflection

Due: **Week 6 Lesson 4**
Weighting: **40%**

For this assessment, students will be placed in pairs or groups of 3 and be required to produce a group podcast about a new media practice. This component of the assessment will be worth 15%. It will be allocated as a group mark which will be based on the product submitted (podcast) and will examine how well the podcast is structured / produced; how well the task/question has been answered; how well research has been incorporated into the podcast; and how well the medium selected has been understood. Where a student does not feature in the podcast, they will receive zero marks for this component of the assessment.

Each student will be required to reflect on the podcast and the production experience and suggest ways in which the product and the production process could be improved. The reflection must be submitted via Turinitin by the end of Lesson 4 Week 6 using the link provided in iLearn.

The remaining 25% of the mark will be an individual mark based on the reflection and the extent to which the student has demonstrated different skills within the podcast including critical analysis, use of language and discipline specific terminology, presentation skills and knowledge of the topic.

Feedback will be provided via iLearn by Week 7.

Late Submission: Please refer to the late submission section above

On successful completion you will be able to:

- Understand the role of media in society.
- Use discipline specific terminology to express concepts and ideas related to media and communications studies.
- Discuss the purpose and key features of different forms of media.
- Analyse, interpret, review and reflect on messages from a variety of media.
- Use a given medium to express information for a given purpose.

Participation

Due: **Ongoing**
Weighting: **20%**

As this is a communications unit, students will be required to actively participate in all lessons and come to class prepared, having done any relevant prior reading. Participation will include but not be limited to collaboration in group activities, engagement with unit content and discussions, preparation for class, attendance and punctuality, and learner autonomy. A participation marking criteria will be provided in class.

On successful completion you will be able to:

- Understand the role of media in society.
- Use discipline specific terminology to express concepts and ideas related to media and communications studies.
- Discuss the purpose and key features of different forms of media.
- Analyse, interpret, review and reflect on messages from a variety of media.

Extension Activities Module

Due: **Weeks 1,2,3,4,5 & 6**
Weighting: **0%**
This is a hurdle assessment task (see assessment policy for more information on hurdle assessment tasks)

Extension Activities are designed to assist students in developing their academic language and tertiary skills throughout the term. They also reinforce subject specific content, language and skills, which are examinable in assessment tasks. Extension Activities will be available to students on a weekly basis via iLearn and will constitute 5 hours of self-study per week. Students will be required to complete a set number of activities per week and these will be checked and progress monitored each week. Students should keep up to date with extension activities as these will also assist them to prepare for assessment tasks.

Extension Activities are **a hurdle assessment task**. **In order to pass this unit, students must satisfactorily complete all set extension activities.** Students who do not meet this hurdle requirement will NOT be able to pass and will receive a maximal mark of 49 (Fail) for the unit. In order to meet the hurdle requirement and satisfactorily complete set activities, students must complete ALL activities as per instructions provided.

Extension activities will be due at 11.55pm on Friday of Weeks 1-5 and 11.55 pm of Wednesday Week 6. As this is a hurdle assessment, students will be able to reattempt or be provided with a second opportunity to complete the weekly extension activities of weeks 1-5 and week 6 by 11.55 pm of Wednesday of the following week and 11.55 pm of Friday week 6, respectively.

Students who have not met the hurdle will receive a fail mark of maximum 49 for the unit.

Week

Due

Second Opportunity Due

1

Friday 11.55 pm week 1

Wednesday 11.55 pm week 2

2

Friday 11.55 pm week 2

Wednesday 11.55 pm week 3

3

Friday 11.55 pm week 3

Wednesday 11.55 pm week 4

4

Friday 11.55 pm week 4

Wednesday 11.55 pm week 5

5

Friday 11.55 pm week 5

Wednesday 11.55 pm week 6

6

Wednesday 11.55 pm week 6

Friday 11.55 pm week 6

For further information see section on Extension Activities below.

On successful completion you will be able to:

- Understand the role of media in society.
- Use discipline specific terminology to express concepts and ideas related to media and communications studies.
- Discuss the purpose and key features of different forms of media.
- Analyse, interpret, review and reflect on messages from a variety of media.
- Use a given medium to express information for a given purpose.

Delivery and Resources

Term Dates & College Calendar

Details of key dates during the term can be found on the Important Dates calendar.

Enrolment and Timetables

General timetable information is available via Macquarie University's Timetable page.

Students will be able to enrol in units and register for classes via eStudent and also view their personal timetable. It is the student's responsibility to ensure that classes they have registered for do not clash.

Students are only permitted to attend classes in which they have registered via eStudent, unless they have written approval from the Students Services and Administration Manager. To seek

approval, students must email muic@mq.edu.au or speak to a member of the Student Services and Administration Team at E3A Level 2 Reception. Approval will only be granted in exceptional circumstances.

The last day to enrol in units is Tuesday of Week 1. Swapping groups is not possible after the enrolment period has concluded. The last day to enrol and register into classes is Tuesday of Week 1 and this must be finalised by the student in eStudent by the end of the day.

Attendance Requirements – All Students

All students are expected to attend 100% of scheduled class time.

Attendance will be monitored in each lesson & students will be able to see their current attendance percentage to date and potential attendance percentage for each unit they have enrolled in via iLearn.

- **Current attendance Percentage** will reflect the percentage of classes a student has attended so far (based only on the lessons held to date).
- **Potential Attendance Percentage** will reflect the percentage of classes a student can potentially attend by the end of the term, taking into consideration lessons attended and assuming the student also attends all future lessons scheduled (based only on the total number of lessons in the Term).

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.

In cases of unavoidable non-attendance due to illness or circumstances beyond their 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 kept.

Attendance Requirements – International Foundation Students

International Foundation students are required to maintain 80% attendance across all their enrolled units in a Term of study to satisfy the conditions of their visa. Students who do not meet this requirement may be reported to the Department of Immigration and Border Protection and excluded from the University.

Where a student is at risk of not meeting the 80% attendance requirement across their enrolled units in a Term, they will be counselled by the teaching and/or administrative staff. Once an international student fails to meet the 80% attendance requirement, they may be reported to the Government for non-attendance and their visa may be cancelled.

Because of the intensive nature of this program, students should be aware that their attendance may fall quite quickly and should carefully monitor their attendance on a regular basis. They may do so by checking their attendance in iLearn and **ensuring they**

attend at least 80% of classes in each of the units they are enrolled in. Students should refer to the Potential Attendance Percentage in particular.

For further information on attendance, please refer to the Attendance and Study Load Policy.

Public Holidays and Make-up Lessons

If any scheduled class falls on a public holiday a make-up lesson may be scheduled on an alternate day, usually on a Saturday or a weekday at a time when students do not have other classes scheduled.

In term 3, 17th April is Easter Monday and 25th April is Anzac Day. Both days are public holidays. If you have a class scheduled on these days, you will need to make sure you read the announcements on iLearn and check your student email.

Students should note that they must attend a scheduled make-up class as this forms an integral part of the curriculum. Attendance will be taken for any scheduled make-up lessons. Where a make-up lesson is scheduled, students will be informed in class and via iLearn, usually in the first week of Term and the week prior to the make-up lesson. Students should check their iLearn announcements and student email for details.

If appropriate, teaching staff may instead organise an online make-up lesson requiring students to complete additional activities outside of class. Students will be informed of any such arrangements in class and/or via iLearn.

Technology Used and Required

· Access to internet (Available on Campus using Macquarie OneNet and in designated E3A Self-Access Computer Laboratories)

- iLab - iLab is Macquarie University's personal computer laboratory on the Internet, enabling students to use the Microsoft Windows applications they require to do their university work from anywhere, anytime, on anything.
- Access to iLearn
- Access to Macquarie University Library catalogue (MultiSearch)
- Access to Microsoft Office Suite (available in E3A Self-Access Computer Laboratories and via iLab)

iLearn

iLearn is Macquarie's online learning management system and a principal teaching and learning resource which will be used throughout the term. Students must access iLearn at least 3 times per week to access important information including:

- Announcements and News Forums - Teaching staff will communicate to the class using iLearn announcements. Announcements may also be emailed to students' Macquarie University email address but students should check the News Forum regularly.
- Attendance – current and potential attendance percentage for the Term.

- Unit Guide and staff contact details
- Set unit readings available through MultiSearch (library).
- Lesson materials and recordings where available
- Learning and teaching activities and resources, questions and solutions
- Assessment instructions, questions, marking criteria and sample tasks
- Assessment submission links such as Turnitin
- Links to support materials and services available at the University
- Evaluation Surveys for the unit

For any resource related iLearn questions contact your teacher. For any technical or support issues using iLearn, please contact the IT helpdesk (Ph. 02 9850 4357) or lodge a ticket using OneHelp.

Useful Study Resources

StudyWise is an iLearn resource created by Learning Skills, which is specifically designed to help you to manage your studies, strengthen your study techniques, write effective assignments and improve your English language proficiency. Once you enrol in StudyWISE, you can access it from your iLearn course list under the category "Student Support".

InfoWise will help you improve your research skills by teaching you how to use MultiSearch, decode citations, identifying key search terms and use advanced search techniques.

Lib Guides provide students with links to electronic sources and websites that are good starting points for research in different fields or disciplines.

MultiSearch will connect you to Macquarie University Library and allow you to search library resources, databases, unit readings and past exam papers

Academic Language and Learning Workshops are designed to help you with Study Skills, Assignment Writing, Referencing and Academic Language.

Research resources provide information about:

- Researching for your assignments
- How to manage your references
- Referencing style guides
- Subject and research guides

Numeracy Support is provided by the Numeracy Centre. Students who can attend these support classes on a drop in basis as required.

Your Tutor is a one-to-one personal study support service which may be made available via Week 0 in your iLearn unit. If available, you may use this service to get online study help and/or feedback on your assignment within 24 hours. If you are unsure whether this service is available in your unit or how to use this service, please check with your teacher.

Unit Schedule

Week	Lesson	Topic / Content Covered	Required reading (should not be more than 12 pages) per week – provide citation; required screening	Associated tasks	Assessment Task (if applicable)
1	Lesson 1	Intro to the Unit and Media: Mediating the World and the Self	Jon Dovey, 'New Media and New Technology'	Easter Monday Public Holiday - a make-up class will be arranged by the teacher. For detail on make-up classes, please refer to the section above. Grasp processes and issues of technology and mediation.	
	Lesson 2	Technology and Intimacy	Screening: *Black Mirror*, 'The entire history of you' and 'Be right back'	Examine intimacy and media. Write Media Commentary that examines emotion in media (350 words)	
	Lesson 3	How do we use the web now?	10-20 minutes of free-associative web surfing Screening: 'Hyperreality'	Examine common internet practices: linking, liking, reacting, sharing, following, googling, trolling...what others practices are popular? Write Media Commentary draft on *Hyperreality* (350 words)	Assessment 1: Media Commentary 2
	Lesson 4	Brief history of the Internet, 'Cyberspace' and 'Web 2.0'	Bruce Sterling, 'A Brief History of the Internet' and Screening: clips from *Mr. Robot*	Understand how the Internet came about. Write Media Commentary that either (a) shows how the internet came about or (b) examines a fictional representation of the internet (350 words)	Assessment 1: Media Commentary 3 Weekly Extension Activities due
2	Lesson 1	The 'Liking' Economy	Robert W. Gehl, 'A History of Like'	Understand global media flows	
	Lesson 2	The Real and the Simulated	Screening: *The Matrix*	Anzac Day Public Holiday on Tuesday - a make-up class will be arranged by the teacher. For detail on make-up classes, please refer to the section above. Understand issues in simulation, technology and identity. Write Media Commentary that examines the film *The Matrix* (200 words)	Assessment 1: Media Commentary 4
	Lesson 3	The Real and the Simulated (cont.)	None	Edit Media Commentaries and develop discipline-specific terminology	

	Lesson 4		None	Pre-census feedback.	Assessment 1: Media Commentaries (Final Submission, all 4) Weekly Extension Activities due
3	Lesson 1	Visit to Macquarie University Media Hub	None	See how production studios work	
	Lesson 2	Media Spectacle Choose a media commentary to develop into a video log (vlog)	Tony Schirato and Jenn Webb, 'The Media as Spectacle'	Draft vlog (2 pages)	
	Lesson 3	Media Spectacle (cont.)	Screening: *Black Mirror*, 'The Waldo Moment'	Understand how images shape everyday life and politics	
	Lesson 4	Making vlog	None	Plan and record your vlog	Weekly Extension Activities due
4	Lesson 1	Networked Subjectivity	Kazy Varnelis, 'The Meaning of Network Culture'	Understand issues of self/web integration; the networked self	
	Lesson 2	Editing your vlog	None	Edit your vlog	
	Lesson 3	The Selfie in Context	Jerry Saltz, 'Art at Arm's Length: A History of the Selfie'	Understand the selfie in historical context	
	Lesson 4		None		Assessment 2: Submit vlog Weekly Extension Activities due
5	Lesson 1	Video Games and Play	Jon Dovey et al, 'Gameplay'	Understand interactivity Watch and Review another student's vlog	Assessment 2: Submit Review

	Lesson 2	Intro to Structured Podcast (Final Assessment)	None	Random assigning of groups for final assessment project, Structured Podcast Conceptualise your Structured Podcast (groups)	
	Lesson 3	Video Games and Gender Criticism	Anita Sarkeesian, 'Feminist Frequency', watch at least 3 vlog posts	Understand critiques of gender in mediated culture	
	Lesson 4		None	Draft a 2-page script for your Structured Podcast	Weekly Extension Activities due
6	Lesson 1	Structured Podcast (cont.)	None	Develop and make your Structured Podcast	
	Lesson 2			Edit your Structured Podcast	Weekly Extension Activities due
	Lesson 3	Structured Podcast (cont.)	None	Edit your Structured Podcast	
	Lesson 4			Reflect on group activity	Assessment 3 (Final Assessment): Submit Structured Group Podcast and Individual Reflection

Learning and Teaching Activities

Lessons

Lessons will include a mixture of learning and teaching activities. New content and topics will be presented in lessons, and students will be given problems, practice questions and other interactive activities to apply the knowledge and the skills gained in the lesson. Students will be required to take notes, complete set class tasks and engage in discussion and individual and group activities. In class, specific time may be dedicated to work on assessment tasks and students will be given guidance and feedback to complete these. Certain lessons may be dedicated to independent research and reading related to the unit whether in the classroom or a computer lab.

Active Participation

Students will be required to not only attend but also actively participate in lessons. Active participation entails: - active engagement in class activities - contribution to class discussions by asking and answering questions - coming to class prepared and having completed required pre-readings and activities - completion of set class and homework activities - collaboration with other students - adhering to Macquarie University Student Codes of Conduct

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.

Academic Honesty

Using the work or ideas of another person, whether intentionally or not, and presenting them as your own without clear acknowledgement of the source is called Plagiarism.

Macquarie University promotes awareness of information ethics through its Academic Honesty Policy. This means that:

- all academic work claimed as original must be the work of the person making the claim

- all academic collaborations of any kind must be acknowledged
- academic work must not be falsified in any way
- when the ideas of others are used, these ideas must be acknowledged appropriately.

All breaches of the Academic Honesty Policy are serious and penalties apply. Students should be aware that they may fail an assessment task, a unit or even be excluded from the University for breaching the Academic Honesty Policy.

Assessment Policy

Students should familiarise themselves with their responsibilities under the Assessment Policy, and notably Schedule 4 (Final Examination Requirements).

Disruptions to studies

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.

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.

Students should note that in cases of medical disruptions they must see a professional authority as outlined in the Disruptions to Studies Supporting Evidence Schedule and present a Professional Authority Form. The PAF is the preferred form of evidence for medical/psychological /mental health disruptions. However, health documents that clearly indicate the duration and specific nature of impact on studies will also be considered as evidence. Overseas students may use their OSHC insurance for the purpose of seeing a registered healthcare professional.

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. This means that as a result of special consideration being awarded, a student may be required to complete a different type of assessment for example an exam instead of a presentation or vice versa.

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Macquarie University operates under a 'Fit to Sit' model. This means that in sitting an exam and/or in-class test or otherwise submitting an assessment, a student declares themselves fit to do so. Therefore, if a student is feeling unfit to sit the exam or test, or otherwise submit the assessment (as the case may be), they should not do so. If a student sits an exam or test, or otherwise submits an assessment, knowing that they are unfit to do so, they will not be granted Special Consideration.

It is the responsibility of the student to determine whether they are fit to sit an examination or test

or otherwise submit an assessment, or whether a Disruption to Studies claim should be submitted for non-participation.

The student will retain all original documentation submitted regarding the disruption, and must understand that this may be requested by the University at any time. In this event, students will be provided 10 business days to submit the original documentation.

Please refer to the Disruption to Studies Policy for further details.

Final Examination Script Viewings

A student may request to view their final examination script once results have been released but scripts remain the property of Macquarie University.

Students should view their final examination paper prior to submitting a grade appeal, if this is relevant to their case. The viewing will be conducted in a secure location under supervision.

To request a final examination script viewing, please email: muic@mq.edu.au and write 'script viewing' in the subject heading.

Scripts may be reviewed for up to 6 months following the results release date for the relevant Term.

Grade Appeals

A student who has been awarded a final grade for a unit has the right to appeal that grade as outlined in the Grade Appeal Policy. Grade appeals apply to the final mark and grade a student receives for a unit of study. They do not apply to results received for individual assessment tasks.

Grade appeals must be submitted via ask.mq.edu.au within 20 working days from the published result date for the relevant unit. Before submitting a Grade Appeal, please ensure that you read the Grade Appeal Policy and note valid grounds for appeals.

Students are expected to seek feedback on individual assessment tasks prior to the award of a final grade. Students also have the right to request generic feedback from the teaching staff on their overall performance in the unit, including in a final examination. This can be done at any time in the six month period starting from the day on which the final grade of the relevant unit is published.

Course Progression

The College closely monitors students' academic progress as per the Progression Policy for Programs delivered by Macquarie University International College.

To maintain Satisfactory Academic Progress, a student must successfully complete (pass) 50% or more of their enrolled units in a Term of study. To successfully complete a unit, students must obtain a passing grade and meet any other requirements to pass listed in the unit guide.

Students who fail to make Satisfactory Academic Progress will be classified as "at risk" and will be notified in writing. At-risk students may be required to undergo academic counselling, undertake certain initiatives or have conditions placed upon their enrolment to help them make satisfactory progress.

Students must also pass 50% or more of the units in 2 or more terms in order to meet Minimum Rate of Progress (MRP) requirements. A student is deemed not to be making Minimum Rate of Progress if they fail more than 50% of their enrolled units in two consecutive Terms of study, or if they have failed more than 50% of their units after studying two or more terms.

Any domestic student who has been identified as not meeting Minimum Rate of Progress requirements will be issued with an Intention to Exclude letter and may subsequently be excluded from the program.

Any international student who has been identified as not meeting MRP will be subject to exclusion from the program and be issued with an Intention to Report letter and may subsequently be reported to the Department of Immigration and Border Protection (DIBP) for not meeting visa requirements. International students must comply with the Progression Policy of the College in order to meet the conditions of their visa.

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

- Understand the role of media in society.
- Use discipline specific terminology to express concepts and ideas related to media and communications studies.
- Discuss the purpose and key features of different forms of media.
- Analyse, interpret, review and reflect on messages from a variety of media.
- Use a given medium to express information for a given purpose.

Assessment tasks

- Media Commentaries (4)
- Vlog and Brief Critical Review
- Group Podcast & Reflection
- Participation
- Extension Activities Module

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

- Understand the role of media in society.
- Use discipline specific terminology to express concepts and ideas related to media and communications studies.

- Discuss the purpose and key features of different forms of media.
- Analyse, interpret, review and reflect on messages from a variety of media.

Assessment tasks

- Media Commentaries (4)
- Vlog and Brief Critical Review
- Group Podcast & Reflection
- Participation
- Extension Activities Module

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

- Understand the role of media in society.
- Use discipline specific terminology to express concepts and ideas related to media and communications studies.
- Discuss the purpose and key features of different forms of media.
- Analyse, interpret, review and reflect on messages from a variety of media.

Assessment tasks

- Media Commentaries (4)
- Vlog and Brief Critical Review
- Group Podcast & Reflection
- Participation
- Extension Activities Module

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

- Understand the role of media in society.
- Use discipline specific terminology to express concepts and ideas related to media and communications studies.
- Discuss the purpose and key features of different forms of media.
- Analyse, interpret, review and reflect on messages from a variety of media.
- Use a given medium to express information for a given purpose.

Assessment tasks

- Media Commentaries (4)
- Vlog and Brief Critical Review
- Group Podcast & Reflection
- Participation
- Extension Activities Module

Course Contact Hours

Weekly face to face contact for this unit will be 10 hours (60 hours per term). There will be four 2.5 hour lessons per week.

In addition, Foundation students are required to complete 5 hours of prescribed Extension Activities each week outside of class time which will be made available via iLearn. Extension activities are **compulsory** and students who do not complete Extension Activities as per requirements will not be able to pass the unit.

Unit Specific Texts and Materials

Students will be given a unit reader which will contain articles and activities to be completed in class, and to supplement their class work.

The following readings have been prescribed for this unit.

Lister, M et al. (2003), New media: a critical introduction, London, New York, Routledge.

Listen, M et al. (2009), New media: a critical introduction (2nd Ed.), London, New York, Routledge.

Press, AL & Williams, BA (2010), The new media environment: an introduction, Chichester, Wiley-Blackwell.

Schirato, T & Webb, J (2004), Reading the visual, Crows Nest, Allen & Unwin.

These readings will be available to students via MultiSearch and can be accessed via the “Unit Readings” block in iLearn.

Any additional reading material will be provided to students in class.

Changes since First Published

Date	Description
21/04/2017	Clarification of extension activities due date to avoid student confusion