MAS 105

Media Cultures

S2 Day 2018

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
Unit Convenor
Dr Rachael Gunn
rachael.gunn@mq.edu.au
Contact via appointment
10 Hadenfield Ave, room 153

Credit points
3

Prerequisites

Corequisites

Co-badged status

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

Important Academic Dates

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

Learning Outcomes

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

analyse and critically evaluate key concepts in Media Studies

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

distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy

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

communicate ideas using appropriate academic discourses, both verbally and in a range

of genres of writing, including abstracts and essays

reflect critically on their own academic work and use that reflection to plan for future assessments

engage actively in the process of learning

Assessment Tasks

Name	Weighting	Hurdle	Due
Online Weekly Quizzes	20%	No	Ongoing
Content Engagement	15%	No	Ongoing
Argument Outline	25%	No	19 September 11:59pm
Final Essay	40%	No	7 November 11:59pm

Online Weekly Quizzes

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

Overview

The aim of these quizzes is to promote consistent engage with the unit content and to also provide you with some regular feedback on your understanding of the key ideas. The quizzes will draw on weekly lectures *and* set readings. Each online quiz will consist of multiple-choice questions that will often have more than one correct answer - this allows you to consider the nuances and complexities of the key issues. The quizzes are online, open book, multiple-choice, and untimed. Students should complete the quizzes within the stated deadlines on iLearn.

The weekly quizzes are hosted on MAS105's iLearn site. Please refer to the 'Extensions and Late Penalties' section below for further information.

On successful completion you will be able to:
- analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- engage actively in the process of learning

Content Engagement

Due: **Ongoing**
Weighting: **15%**

Overview

For this assessment, you will be marked on your active engagement with the unit materials in the tutorials through the consistency and quality of your contributions to in-class discussions and activities. Content engagement is assessed by a student's engagement in activities such as:

- contributions to class discussions facilitated by the lecturer/tutor by critically drawing upon unit readings and lectures
- consistent preparation for tutorials including reading set texts, watching the lectures, and bringing relevant notes and materials to class
- enhancing the positive learning environment of the tutorials through productively participating in set discussions and activities in a constructive, supportive, and respectful way
- asking considered and pertinent questions
- thoughtful attempts to share and develop ideas with peers and tutor in a way that makes connections across readings and/or with contemporary events

Tutors will evaluate and keep records of your attendance and content engagement in weekly tutorials. Please refer to the 'Extensions and Late Penalties' section below for further information.

Assessment criteria

- evidence of preparation for tutorials
- informed contributions to discussion in tutorials
- thoughtful attempts to share and develop ideas with peers and tutor
- evidence of reflection on your own understandings and perspectives
- regular attendance at tutorials

For a full assessment rubric, please refer to the unit's iLearn page. Assessments standards in this unit align with the University's grade descriptors, see further here.

On successful completion you will be able to:
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- communicate ideas using appropriate academic discourses, both verbally and in a range of genres of writing, including abstracts and essays
- reflect critically on their own academic work and use that reflection to plan for future

assessments

- engage actively in the process of learning

Argument Outline

Due: **19 September 11:59pm**
Weighting: **25%**

Overview

This task is designed for you to improve your academic writing skills and ability to develop a critical argument. You will provide a concise summary of your argument that directly addresses your chosen essay question. You will detail the key points that you will use to support your argument, demonstrating your understanding and analysis of key unit ideas in the process. Your Argument Outline should be focused and concise, and clearly demonstrate the ability to construct a framework for analysing and critiquing an identified issue. You should view this task as a preliminary outline of the Final Essay you will submit later in the semester. Examples of this assessment will be discussed in lectures, and resources will be posted on iLearn.

Requirements

- 700-800words (excluding reference list)
- Must address one of the set questions available on iLearn.
- Use at least four MAS105 unit readings
- Use at least one scholarly source found through independent research (cannot be a reading from another unit).
- Full bibliographical details for the sources used must be given through in-text referencing and reference list in **Harvard style**. Students should consult the referencing guide provided on iLearn.

Submission

The Outline is to be submitted via the Turnitin link on the MAS105 iLearn page by the due date and time. If any issues arise during submission, you must email your tutor ASAP with a copy of your assessment. Please refer to the 'Extensions and Late Penalties' section below for further information.

Assessment criteria

- Understanding and analysis of key ideas in the unit
- Organisation of argument
- Clarity of communication
- Accurate and appropriate referencing

For a full assessment rubric, please refer to the unit's iLearn page. Assessments standards in this unit align with the University's grade descriptors, see further here.

On successful completion you will be able to:
- analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate ideas using appropriate academic discourses, both verbally and in a range of genres of writing, including abstracts and essays

Final Essay

Due: **7 November 11:59pm**
Weighting: **40%**

Overview

The Final Essay provides an opportunity for you to build on the Outline you submitted earlier in the semester. Unless otherwise advised by your tutor, you should address the same essay question as you did for the Outline, but you may want to modify your approach or arguments in the light of feedback from your tutor and your own reflection on the strengths and weaknesses of your argument. Broader reading within the disciplines of media, communications and cultural studies will be highly valued.

Requirements

- 1600-1800 words (excluding reference list).
- Must address one of the set questions available on iLearn.
- Use at least six MAS105 unit readings.
- Use at least four scholarly sources found through independent research (cannot be a reading from another unit).
- Full bibliographical details for the sources used must be given through in-text referencing and reference list in **Harvard style**. Students should consult the referencing guide provided on iLearn.

Submission

The Final Essay is to be submitted via the Turnitin link on the MAS105 iLearn page by the due date and time. If any issues arise during submission, you must email your tutor ASAP with a copy of your assessment. Please refer to the 'Extensions and Late Penalties' section below for further information.

Assessment criteria

- Understanding and critical engagement with key readings in the unit

- Independent research within the discipline

- Use of research and reading to support a critical argument

- Organisation of argument including clearly addressing the question

- Clarity of communication

- Accurate and appropriate referencing

- Ability to reflect upon and utilise outline feedback

For a full assessment rubric, please refer to the unit's iLearn page. Assessments standards in this unit align with the University's grade descriptors, see further here.

On successful completion you will be able to:

- analyse and critically evaluate key concepts in Media Studies

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

- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy

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

- communicate ideas using appropriate academic discourses, both verbally and in a range of genres of writing, including abstracts and essays

- reflect critically on their own academic work and use that reflection to plan for future assessments

Delivery and Resources

Delivery Mode

Day (Internal).

Unit Requirements

A 3-credit point unit equates to an average of 10 hours of work per week over the 15 weeks of session (150 hours). Therefore, it is expected that you will spend 10 hours per week on MAS105, which includes lectures, tutorials, and private study. Private study may include reading time and preparation for assignments.

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

Required Readings

You will be required to read two texts each week - a full list of topics are in the Unit Schedule section below. All required readings will be listed on iLearn, and can be accessed through the library's MultiSearch function. Students must read the required readings for each week before the lecture, and certainly before the tutorial. These readings must be easily accessible in class, so required readings should either be printed out or downloaded and saved to your device.

Further Research

Students are encouraged to utilise the research resource developed with the library staff here: ht tp://libguides.mq.edu.au/mmccs/MAS104105

Technology Used and Required

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

MAS105 uses iLearn and it is expected that students will regularly check iLearn for details about lectures, assessments and further readings. The iLearn site will also give you an opportunity to discuss administrative and intellectual issues with your peers. You may bring tablets and laptops to class if you wish but you will be expected to have completed core readings BEFORE tutorials. These readings must be easily accessible in class, so required readings should either be printed out or downloaded and saved to your device. It is not essential that you bring a device to tutorials. Some computers are available for use in the Library.

Assignment submission

Written assignments will be submitted to turnitin via the links on the MAS105 iLearn website. Please make sure your full name, student number and tutor's name appears on the first page of your document. See below for information regarding late penalties and extensions. See here for a guide to using Turnitin.

Contacting your Tutor

Please record your tutor's email address at the beginning of semester and questions about MAS105 should first be directed to your tutor. Students should use their student MQ email account for university correspondence. Tutors may take up to 48 hours to respond to students due to other teaching and research commitments.

What you can expect in MAS105

Our strategy in MAS105 is to get you to deepen and broaden your interest in media studies by exposing you to some critical theoretical frameworks that will help you understand the contemporary media landscape.

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

preconceptions about new media.

We will ask a lot of you in this unit – you won't be able to slowly fall asleep in lectures and tutorials and then regurgitate hastily memorised material in a final exam. *To pass the unit you will need to consistently attend and participate in lectures and tutorials, read every week, and start working towards your major essay right at the beginning of semester.* While there are a lot of assessments in the unit, most of them build on each other, so the work you put in to prepare for a Quiz in Week 3 will come to fruition in the richer Essay you submit in Week 13. However, you will need to be organised. We will remind you of upcoming deadlines, but you will also need to keep close track of them yourself.

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

Even though some of the ideas, readings and tasks we'll ask you to engage with are really challenging, we will give you lots of help and support in building towards (and then planning beyond) your Final Essay. You will have opportunities to get feedback on your Outlines, and to get extra marks for a thoughtful contribution to class.

Opportunities for receiving feedback in MAS105

There are many opportunities for feedback on your ideas and understandings in MAS105. Sometimes you will be offered specific, direct feedback on your own individual work. Individual feedback on your understanding of readings and lectures is provided when the results and answers to the quiz are released. Group informal feedback may be released through the 'announcement' function in iLearn and also in lectures. Written feedback and marks will be provided by your tuto**r** on your Argument Outline and your Final Essay. At other times, you will have the opportunity to get more general feedback on ideas and understanding as part of a group, for example, when you listen to peers and your tutor in tutorials or participate in interactive elements of lectures.

Marks are made available in the Gradebook function in iLearn.

Unit Schedule

Lectures and Tutorials

This unit consists of weekly 1-hour lectures and 1-hour tutorials. The topic schedule and weekly readings are available on iLearn - all listed readings are essential.

Lectures will be held on Wednesdays 12-1pm in the P.G.Price Theatre (23 Wallys Wlk), and are also live-streamed and recorded (accessible via the unit's iLearn page).

Tutorial times and classroom information is available on the MQ Timetables website: http://www.timetables.mq.edu.au

Lectures and tutorials for this unit begin in Week 1.

Students are expected to attend every tutorial. Not attending tutorials, not preparing for tutorials,

and not productively contributing to class discussions will negatively impact upon your 'Content Engagement' mark for the unit. Students should read the required readings for each week before the lecture, and certainly before the tutorial.

Please note: Teaching staff are unable to assist with changes of tutorial time. If you want to change to a different tutorial time you will need to go to the e-student website and try to change through that system. All changes to tutorial enrolment need to be made in this way by the student concerned - you will *not* just able able to turn up at the tutorial you want and hope the tutor lets you stay, as this is likely to cause unacceptable overcrowding.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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.

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application http://www.mq.edu.au/pubstatic/public/download/?id=167914

Information is correct at the time of publication

Student Support

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

Learning Skills

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

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

Student Services and Support

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

Student Enquiries

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

IT Help

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

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

Graduate Capabilities

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- communicate ideas using appropriate academic discourses, both verbally and in a range of genres of writing, including abstracts and essays
- engage actively in the process of learning

Assessment tasks

- Online Weekly Quizzes
- Content Engagement
- Argument Outline
- Final Essay

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate ideas using appropriate academic discourses, both verbally and in a range of genres of writing, including abstracts and essays
- reflect critically on their own academic work and use that reflection to plan for future

assessments

Assessment tasks

- Online Weekly Quizzes
- Content Engagement
- Argument Outline
- Final Essay

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate ideas using appropriate academic discourses, both verbally and in a range of genres of writing, including abstracts and essays
- reflect critically on their own academic work and use that reflection to plan for future assessments
- engage actively in the process of learning

Assessment tasks

- Online Weekly Quizzes
- Content Engagement
- Argument Outline
- Final Essay

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and

they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate ideas using appropriate academic discourses, both verbally and in a range of genres of writing, including abstracts and essays
- engage actively in the process of learning

Assessment tasks

- Online Weekly Quizzes
- Argument Outline
- Final Essay

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- analyse and critically evaluate key concepts in Media Studies
- identify the ways new media technologies shape and are shaped by social, cultural, political and economic processes
- distinguish between and evaluate various theoretical positions on media audiences, media industries, regulation and policy
- undertake independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- communicate ideas using appropriate academic discourses, both verbally and in a range

of genres of writing, including abstracts and essays

- reflect critically on their own academic work and use that reflection to plan for future assessments

Assessment tasks

- Content Engagement
- Final Essay

Engaged and Ethical Local and Global citizens

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

This graduate capability is supported by:

Learning outcome

- engage actively in the process of learning

Assessment task

- Content Engagement

Socially and Environmentally Active and Responsible

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

This graduate capability is supported by:

Assessment task

- Content Engagement

Changes from Previous Offering

There have been some changes to weekly readings to reflect recent changes in the media. The weekly lectures have also been updated and lecturers have been changed to provide fresh areas of expertise within the course. The order of the weekly topics has been slightly amended to emphasise key topics earlier in the semester.

The 'Quizzes' (online, multiple-choice) have been weighted back to 20%. 'Active Contribution' has been changed to 'Content Engagement' to more accurately reflect the aims of the assessment, and the weighting has increased to 15%. These combined weekly assessments

that assessment content engagement therefore consist of the same weighting to previous years (35%).

The 'Essay Outline' has been changed to 'Argument Outline' to more accurately reflect the aims of the assessment.

Extensions and Late Penalties

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

If you are unable to attend a tutorial due to a brief illness such as a cold or flu, please contact your tutor by email to explain the circumstances. Your tutor will record the reason for your absence.

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