



# MECO100

## Visual Media and Communication

S1 Day 2018

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

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## General Information

Unit convenor and teaching staff

Unit Convenor

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Email for appointment

Credit points

3

Prerequisites

Corequisites

Co-badged status

Unit description

This unit brings together theories, practices and texts that explore the relationship between visual media and the way people act in their everyday lives. This unit introduces critical concepts to analyse visual texts, technologies, and communication practices. From film, television, photography and advertising, to social media applications and sites, we look at the ways media and communication shape (and are shaped by) our social worlds, our bodies and identities, changing technologies and online communities. We focus on visual communication and normalising practices, contemporary politics, events, embodiment, digital cultures, globalisation and social networking. Within these frameworks, we explore the (re)production, performance and use of identity and subjectivity, and canvass notions of genre, discourse, power and textuality through the application and testing of methods of visual analysis. Finally, we place visual communication within the personal, the sensory and the everyday through the practical exploration of social media use.

## 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:

Recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.

Explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).

Critically review, analyse and synthesise findings.

Present work in a manner conforming to accepted academic standards in both written and spoken form.

Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

## General Assessment Information

### Late Submissions - Guidelines

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.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Tutorial Exercise</u>	30%	No	Ongoing
<u>Screening Response</u>	10%	No	Week 8
<u>Visual Analysis</u>	30%	No	Week 11 Thurs by 6:00PM
<u>Screen Tests</u>	30%	No	Weeks 4, 8, 12

### Tutorial Exercise

Due: **Ongoing**

Weighting: **30%**

#### Outline:

You will lead the tutorial individually or in a group for a minimum of ten minutes per person (through an original analysis and discussion/group activity). Your tutor will allocate topics/weeks and dates in the first tutorial and the exercises will begin in the following week.

#### Submission Requirements:

In groups, or individually, you will conduct, in class, either **a group analysis of one specific visual text (image, film sequence, online or in-app thread or activity), and/ or a quiz, debate, game or other group activity based on** your research using the key terms and concepts with respect to the weekly topics. Define and explain these with examples from the readings and research you have done. There is no written component to this exercise - it is

assessed in class and you do not submit any materials. You may work as a team with your classmates who have the same topic. Each student is graded individually.

### **Criteria:**

You are graded in class, on a series of criteria including: conceptual understanding, originality and presentation - each out of five, with a total score out of thirty. There are no presentations in tutorial following the screening screenings (see Screening Response section). Seek assistance from your tutor if you have any problems. If you do not fulfil this assessment and have no appropriate Special Consideration or extension arrangements in place, you may lose 30% of your overall grade for this unit.

### **Late Submissions - Guidelines**

No extensions will be granted. Students who submit late work without an approved Special Consideration will receive a penalty of 2% of the 100% total for this assessment per day. This penalty does not apply when an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- Critically review, analyse and synthesise findings.
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- Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

## **Screening Response**

Due: **Week 8**

Weighting: **10%**

### **Outline:**

In the tutorial following the screening in week 8, you will **bring to class a written statement of 300 words** that offers 1) a synopsis/description of the film/text and 2) explain how you think the screening relates to the study of visual communication and the ethics of production and consumption by addressing the weekly questions under the iLearn topic banner.

### **Submission Requirements:**

You will read this to the class and submit a copy to your tutor via the iLearn link. This should be no longer than 300 words. **You should also bring to class examples of other visual texts that deal with the same topics/themes for discussion.** In addition to your own responses, in class you should explicitly engage with, respond to and initiate discussion around the weekly themes.

### **Criteria:**

This assessment explicitly requires your participation in class, the presentation of your own response, and the online submission of your written work.

### **Late Submissions - Guidelines**

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On successful completion you will be able to:

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## **Visual Analysis**

Due: **Week 11 Thurs by 6:00PM**

Weighting: **30%**

### **Outline:**

You will conduct a critical analysis on a set topic from specific material covered and associated screenings from across the first half of the semester.

### **Submission Requirements:**

The length is 1200 Words - Due Thursday of week 11 by 6:00 pm. Submission is **online only** via the ILearn Turnitin Assignments link.

### **Criteria:**

- a) Extent to which the essay is focused on the specific question selected
- b) Structure: statement of aims in introduction, organisation of material (logical order and flow of discussion), conclusion
- c) Clarity of argument, quality of analysis and fluency in cultural studies terms
- d) Identification of appropriate themes and concepts from the set texts and further reading and their usefulness in the analysis of examples
- e) Use of appropriate evidence to support claims
- f) Adequate and appropriate citation of sources
- g) Presentation: format, spelling, syntax, grammar and expression

### **Late Submissions - Guidelines**

No extensions will be granted. Students who submit late work without an approved Special Consideration will receive a penalty of 2% of the 100% total for this assessment per day. This penalty does not apply when an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- Explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- Critically review, analyse and synthesise findings.
- Present work in a manner conforming to accepted academic standards in both written and spoken form.

## Screen Tests

Due: **Weeks 4, 8, 12**

Weighting: **30%**

### Outline:

There are three periodic tests to be completed across the semester, and each test is worth 10 percent (30 percent in total).

### Submission Requirements:

You will complete the tests online via the quizzes section on iLearn. The tests are timed and are scored automatically through the online system. Each test will comprise a series of questions taken from lectures and readings from within three-four week periods in the course.

### Criteria:

Please read the following notes and instructions:

1. The tests will take the form of ten direct-answer questions.
2. Whilst you undertake the tests in your own time and are able to consult your notes, the questions will come to you randomly and the time for each test will be capped at fifteen minutes.
3. Test one (due week 4) will cover week 1-4, test two will cover weeks 5-9 (due week 9), and test three (due week 12) will cover weeks 10-12 and the third screening.
4. You are encouraged to revise before logging on to begin each test.

### Late Submissions - Guidelines

No extensions will be granted. Students who submit late work without an approved Special Consideration will receive a penalty of 2% of the 100% total for this assessment per day. This penalty does not apply when an application for Special Consideration is made and approved.

On successful completion you will be able to:

- Recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- Explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- Present work in a manner conforming to accepted academic standards in both written and spoken form.

## Delivery and Resources

### Delivery Mode: Internal, Daytime

This unit will use: Echo, iLearn, Turnitin

### Lectures and Tutorials

Lectures: Tuesdays 4:00 PM in Y3A T1. See Echo block on iLearn for recorded weekly lectures and sides/notes. Lectures, screenings, readings and appropriate work must be watched/done prior to tutorials.

Tutorials: As per timetable (1 hr per week) **TUTORIALS BEGIN IN WEEK ONE**

Screening: The link to week 8 screening is available under the weekly tab or via the library Kanopy streaming service.

For current updates, classrooms and times please consult the MQU Timetables website: <http://www.timetables.mq.edu.au>.

THERE ARE **ESSENTIAL WEEKLY READINGS** FOR THIS UNIT AS FOLLOWS. All entries are available via Unit Readings on the library site.

Week 1: Becker, Karin (2004) 'Where is the Visual Culture in Contemporary Theories of Media and Communication?', *Nordicom Review*, 25:1-2, pp.149-157.

Week 2: Barnes, Susan B. (2012) 'Language of images: signs, symbols, and semiotics' in *An introduction to visual communication: from cave art to second life*, New York: Peter Lang, pp.58-76.

Week 3: Madikiza, Lucky & Elirea Bornman (2007) 'International communication: shifting paradigms, theories and foci of interest', *Communicatio*, 33:2, pp.11-44.

Week 4: Virkar, Shefali (2015) 'The Globalisation of the Media: Towards Cultural Homogeneity?' in Alcántara-Pilar, Juan Miguel et. Al. (eds.) *Analyzing the Cultural Diversity of Consumers in the Global Marketplace*, Hershey, PA: IGI Global, pp. 20-36.

Week 5: Lauren Gurrieri, Lauren and Hélène Cherrier (2013) 'Queering beauty: fatshionistas in the fatosphere', *Qualitative Market Research: An International Journal*, 16: 3, pp.276-295.

Week 6: Kiarina Kodela, A. (2016) 'Monsters of Biopower: Terror(ism) and Horror in the Era of Affect', *Philosophy Today*, 60: 1, pp.193-205.

Week 7: Nayar, P.K (2009) 'Scar Cultures: Media, Spectacle, Suffering', *Journal of Creative Communications*, 4:3, pp. 147-162.

Week 8: Screening: *Pornland: How the Porn industry has Hijacked our Sexuality* (2014)

Reading: Tyler, M. (2014) 'Harms of production: theorising pornography as a form of prostitution', *Women's Studies International Forum* 48, pp. 114-123.

Week 9: Van Dijck, José, 2013, 'Engineering Sociality in a Culture of Connectivity', in *The Culture of Connectivity: A Critical History of Social Media*, Oxford: Oxford University Press, pp. 3-23.

Week 10: Senft, T. M., & N. K. Baym (2015) 'What does the selfie say? Investigating a global phenomenon', *International Journal of Communication*, 9(Feature), pp.1588-1606.

Week 11: Albury, Kath, and Kate Crawford, 2012, 'Sexting, consent and young people's ethics: Beyond Megan's Story', *Continuum: Journal of Media and Cultural Studies*, 26: 3, pp. 463-473.

Week 12: Xenos, Michael, Ariadne Vromen & Brian D. Loader (2014) 'The great equalizer? Patterns of social media use and youth political engagement in three advanced democracies', *Information, Communication & Society*, 17:2, pp.151-167.

Week 13: No Readings

**NOTE:** All readings for this course are through the library's online catalogue and it is your responsibility to access and read all materials before the appropriate tutorial. Please see the iLearn page for MECO100 for further information.

## Unit Schedule

Week 1: **Visual Communication**

Week 2: **Semiotic Communication**

Week 3: **International Communication**

Week 4: **Global Communication**

Week 5: **Big Culture**

Week 6: **Bad Culture**

Week 7: **Bold Culture**

Week 8: **Babe Culture**

Week 9: **Social Media**

Week 10: **Social Selfhood**

Week 11: **Social Sharing**



Week 12: **Social Change**

Week 13: **Course Review**

## 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) (<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) (<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) (<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](https://ask.mq.edu.au).

## Additional Information

The Department of Media, Music, Communication & Cultural Studies has an assignment remark policy. Please find the relevant information/application form here: <http://www.mq.edu.au/pubstati/public/download/?id=167914>

**Assessment standards in this unit align with the University's grade descriptors**, available at: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

## Student Support

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

## Learning Skills

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

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

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

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

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

## Graduate Capabilities

### Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

### Assessment task

- Tutorial Exercise

## Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

### Learning outcome

- Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

### Assessment tasks

- Tutorial Exercise
- Screening Response

## 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

- Recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

### Assessment tasks

- Tutorial Exercise
- Screening Response
- Visual Analysis

## 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**

- Recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- Explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

## **Assessment tasks**

- Tutorial Exercise
- Screening Response
- Visual Analysis
- Screen Tests

## **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**

- Recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- Explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- Critically review, analyse and synthesise findings.
- Present work in a manner conforming to accepted academic standards in both written and spoken form.
- Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

## Assessment tasks

- Tutorial Exercise
- Screening Response
- Visual Analysis
- Screen Tests

## 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

- Recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- Explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).

## Assessment tasks

- Tutorial Exercise
- Screening Response
- Visual Analysis
- Screen Tests

## 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

- Recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- Present work in a manner conforming to accepted academic standards in both written and spoken form.

## Assessment tasks

- Tutorial Exercise
- Visual Analysis
- Screen Tests

## Engaged and Ethical Local and Global citizens

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

This graduate capability is supported by:

## Learning outcomes

- Explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- Critically review, analyse and synthesise findings.
- Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

## Assessment tasks

- Tutorial Exercise
- Screening Response
- Visual Analysis
- Screen Tests

## Socially and Environmentally Active and Responsible

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

This graduate capability is supported by:

## Learning outcomes

- Explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

## Assessment task

- Tutorial Exercise

## Course specific policies and requirements

### Attendance

CUL 121 requires that students attend every weekly (hour-long) tutorial. In addition to the formal lectures there are some weeks in which short films or television programs are screened. Attendance at lectures is strongly advised as lectures and screenings actively supplement the material covered in readings and provide the basis for tutorial activities and essay questions. Lecture links may be found on the iLearn page and abbreviated notes will be posted to each weekly section.

### Examination(s)

There is no examination for CUL121. Please see notes regarding assessment.

### Assignment submission

ALL ASSIGNMENTS to be submitted in online or in class. You must structure and reference essays appropriately, including a full and correct bibliography. See relevant sections in this guide for details with respect to turnitin, plagiarism and academic writing services.

### Extensions and penalties

You should complete all components of this course. Work submitted late without extension or proof/documentation of extenuating circumstances will incur a five percent penalty for each day after the due date. Extensions will not be permitted unless you have made an appropriate application for Disruption to Studies.