WMCO100

Visual Media and Communication

MUIC Term 4 2018

Macquarie University International College

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
Teacher
Eliana Boulton
eli.boulton@mq.edu.au
Contact via By email
Macquarie University International College
Contact staff member

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 social norms, contemporary politics, events, embodiment, digital cultures, globalisation and social networking. Within these frameworks, we explore the production and reproduction, performance and use of identity and subjectivity. We survey key media and cultural studies notions of genre, discourse, power and textuality through the application and testing of methods of visual analysis. Finally, we place visual communication within personal, sensory and everyday experiences 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.

Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

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 for non-submission of an assessment task or non-attendance at a required 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).

Other grades (FW, I, IS, UD, UJ, UL) may be allocated where 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, has applied for special consideration or because of an unresolved matter such as allegations of academic misconduct. These grades are outlined in Schedule 1 of the Assessment Policy.

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.

Late Submissions and Penalties

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).

Late penalties will be calculated based on the marks allocated to the assessment. I.e. if an assessment is worth 100 marks, a 20 mark deduction will be made for each day of lateness or part thereof.

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

- If a student submits at 5:01 pm on the Friday and no special consideration has been 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 special consideration has been 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 special consideration has been granted, a record of submission will be made and student will be provided with feedback, but they will receive zero marks for the assessment task as a full (100%) penalty will be applied.

- Please note that submissions are electronically tracked. This means that submitting your work even a few seconds after 5:00pm will mean that it is a late submission which will attract a late penalty. There is no flexibility with respect to application of penalties in this instance as penalties must be fairly and consistently applied. **It is your responsibility to allow sufficient time for submission of your work and any uploading of document so try to avoid submitting your work just prior to the deadline.**

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

Extensions

Extensions will only be granted as a result of a successful application for Special Consideration. To apply for an extension of time for submission of an assessment item, students must submit their application for Special Consideration via ask.mq.edu.au.

An approved extension will not incur late penalties. However, where a student has been granted an extension and submits late (i.e. after the stipulated due date following extension), late penalties will be applied as per the new the due date. Late penalties will be 20% per 24 hour period or thereof up to 4 days (weekend inclusive).

Resubmissions

Students are responsible for ensuring that they make correct submissions. Following an initial submission, students may resubmit their work up to four days after the due date if, for example, they have submitted the incorrect document or forgotten to include information.

Resubmissions will be treated as late submissions and will be penalised at 20% per 24 hour period or thereof up to 4 days (weekend inclusive). After the 5th day record of submission will be made and feedback provided on the new content submitted but the student will receive zero marks for the assessment task.

In order to resubmit your work you will need to contact your teacher, and ask them to delete your original submission so that you can upload a new one. Teaching staff contact details have been provided in this unit guide.

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 Assessments

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 during 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 will apply.

For example, if a one hour test or quiz is due to take place in a 2 hour lesson, the test or quiz may start at any time in the first hour or at the start of the second hour, 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, depending 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.

Revision Sessions

Where relevant, a revision session may be scheduled prior to the final examination. Revision sessions will usually be scheduled on Monday and/or Tuesday of Week 7. Details of the revision session will be provided in the teaching schedule section of the unit guide and reminders may be posted in iLearn. Where revision sessions are available, students are strongly encouraged to attend.

Final Examinations

The final examination period is Week 7. Examinations will usually be scheduled on Tuesday and Wednesday of Week 7, however students must be available to take exams and submit assessments on any day of this week.

For unit specific details please refer to the Assessment section of this unit guide.

Final Examination Timetable

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; and
- 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. These details 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 Special Consideration Policy establishes the principles that support students seeking to notify the University when they experience short-term, unexpected, serious and unavoidable circumstances, which affect their performance in assessment. This Policy applies only to short-term, serious and unavoidable circumstances that arise after a study period has commenced, and where specific assessment task/s have been affected. Students with a pre-existing disability/health condition or prolonged adverse circumstances are advised to seek support from Campus Wellbeing and should also refer to the Student Disability Support Policy.

In order to support students who have experienced serious and unavoidable circumstances, the University will attempt to provide affected students with one (1) additional opportunity to demonstrate that they have met the learning outcomes of a unit or units. An additional opportunity provided under such circumstances is referred to as Special Consideration, and may be granted after careful evaluation of the supporting evidence.

Students are expected to plan their work so that they can meet assessment deadlines at the same time as other obligations which they may have, both inside and outside the University. Special Consideration will not be granted when students are unable to complete an assessment task due to planned or foreseeable absence (e.g. holidays, recreational activities or normal work commitments or changes).

All applications for Special Consideration must be substantiated by original, independent documentary evidence in the format and by the deadline prescribed in the Procedure.

Please refer to the Special Consideration Policy section under Policies and Procedures below.

Supplementary Tests, Supplementary Examinations

Where a student has been granted a supplementary test or examination as a result of an application for special consideration, 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 and students who have been granted an opportunity to sit a supplementary exam will be informed of times and dates via ask.mq.edu.au.

The supplementary final examination period for formal, end of term examinations will be the fortnight following Week 7. Students who have requested special consideration for a final examination must be available to undertake examinations during the supplementary examination period.

No more than one (1) supplementary assessment will be offered to a student in each affected unit, so it is essential that the student makes themselves available for the alternative assessment activity. Please refer to the Special Consideration Policy for further details.

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.

Second Attempts at a Hurdle Assessments

In cases where students have made a serious first attempt at a hurdle requirement but failed to meet it, they will be given one further opportunity to meet the hurdle requirement if their performance in the unit is otherwise satisfactory.

Where a student is eligible for **a second attempt at a hurdle assessment**, this will typically be scheduled during the supplementary interim/final examination periods unless stipulated otherwise in the assessment section of the unit guide. Students awarded second attempts at hurdles will be notified via email so please ensure you are checking your student email regularly.

Any second attempt at a hurdle assessment will be marked on a pass/fail basis. This means the mark for the second attempt at the hurdle will be capped at the designated hurdle pass mark.

Accessing your Results

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

Marks for all assessment tasks will be released to students once marking has concluded.

Final results for the unit will be released at 00:01 on Thursday of Vacation Week. 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 in iLearn 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; and
- 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.

If you have any problems contacting your teacher you must seek help from administrative staff at The College Student Desk (Level 2, 10 Macquarie Walk).

Feedback Sessions

Where relevant, a feedback session may be scheduled after the results release. Feedback sessions will usually be scheduled on Friday of Vacation Week. Details of the feedback session will be provided in the teaching schedule section of the unit guide and reminders may be posted in iLearn. Where feedback sessions are available, students are strongly encouraged to attend.

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. Enquiries from personal email accounts will not be attended to.

Academic Integrity

All members of the University community must abide by the principles of academic integrity as per the Academic Integrity Policy. The fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. 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; and
- when the ideas of others are used, these ideas must be acknowledged appropriately.

All breaches of the Academic Integrity 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 Integrity Policy.

Unacceptable activities include, but are not limited to, the following academic (including learning and teaching and research) activities:

- Cheating: is any attempt to dishonestly give or obtain assistance from another person, material, or device in an academic exercise

- Contract-cheating: is having another person or entity conceive, research or write material for an assignment and submitting the work as one's own, irrespective of whether the other person or entity was paid for the material.
- Collusion: is unauthorised collaboration in producing an academic exercise that is designated as an individual task.
- Deception: is providing false or misleading information to the University.
- Fabrication: is to forge or falsify any information or citation in an academic exercise or report false or misleading results or conclusions of any research.
- Impersonation: is pretending or assuming another person's identity or using a substitute person for the purposes of providing an advantage.
- Obstruction: is intentionally impeding or interfering with another person's academic activity.
- Plagiarism: is adopting or reproducing the work or ideas of another person, whether intentionally or not, and presenting this as one's own without clearly acknowledging of the source of the work or ideas.
- Sabotage: is acting to prevent or hinder another person from completing an academic exercise to the best of their abilities including by making information or material unavailable to others or disrupting or interfering with an academic exercise, experiments, research or other academic activity of any other person.
- Self-plagiarism: is unacknowledged use of material you have previously published or submitted.

The University may commence applicable disciplinary procedures if a person who breaches the Academic Integrity Policy.

Turnitin

To uphold principles of Academic Integrity, 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.

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 levels of similarity prior to making a final submission. Students are encouraged to use these reports to ensure that they do not breach the Academic Integrity Policy through high levels of similarity (plagiarism).

Students should note that the report on the initial submission will be immediate but on a second or subsequent submission it will take at least 24-36 hours for the similarity report to be generated. This may be after the due date so students should plan any resubmissions carefully. If you have not planned your submission time carefully and note high levels of similarity in your work after the due date, you can still resubmit your work, however a late penalty (20% per day) will apply. For instructions on how to resubmit your work please see "Resubmissions after the due date" section in this unit guide.

Teaching staff will use the report to judge whether plagiarism has occurred and whether penalties should apply for breaches of the Academic Integrity Policy. Any similar text identified by Turnitin will be considered carefully to see if it is indeed a breach of the Academic Integrity Policy.

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 and students may also access research resources provided by the library or Learning Skills.

Please refer to these instructions on how to submit your assignment through Turnitin and to 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 On eHelp 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.

Assessment Tasks

Name	Weighting	Hurdle	Due
In-class Activity	30%	No	Ongoing
Screening Response	10%	No	Week 3, Friday, 11.30 pm
Visual Analysis	30%	No	Week 6, Monday, 11.30 pm
Quizzes	30%	No	Wk 2 L3, Wk 5 L1, Wk 6 L3

In-class Activity

Due: **Ongoing**
Weighting: **30%**

Starting from Week 3, each student will individually lead an in-class activity of maximum ten minutes. Teachers will allocate topics/weeks and dates in the first lesson and the activities will begin in the following week.The activities could include quizzes, debates, games or other group activities based on your research using the key terms and concepts with respect to the weekly topics.

Students may work as a team with their classmates who have the same topic, however, each student is marked individually. This assessment is worth 20% of the mark.

Students are also expected to actively participate in class discussions. 10% of the total in-class activity marks will be given based on active participation.

This is an individual task. Marking rubrics will be provided on iLearn. Feedback will be provided in class and marks via Gradebook. Students who miss their in-class activity should refer to the Special Consideration policy.

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
- Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Screening Response

Due: **Week 3, Friday, 11.30 pm**
Weighting: **10%**

Following the screening in Week 3, Lesson 1, students should submit a response paper 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 a number of questions to be provided in iLearn.

Students must submit a draft of their screening response in Turnitin by Week 3 Lesson 2 so that they can check Turnitin similarity reports and receive feedback on academic honesty issues if required.

Students should submit the final version of their screening response via Turnitin in iLearn by Friday, Week 3, 23.30. Feedback will be provided via Feedback Studio in Turnitin. Please note, re-submissions in Turnitin are only allowed until the deadline. After this time, students will not be able to make changes to their Turnitin submission.

This is an individual task. Further information and a marking rubric will be available on iLearn. Feedback will be provided via Feedback Studio (in Turnitin).

Please refer to the late submission section above.

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).
- Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Visual Analysis

Due: **Week 6, Monday, 11.30 pm**
Weighting: **30%**

Students will conduct a 1200-word critical analysis essay on a set topic from specific material covered and associated screenings from across the term.

Students must submit a draft of their essay in Turnitin in Week 5 Lesson 3 so that they can check Turnitin similarity reports and receive feedback on academic honesty issues if required. Students must submit the final version of their essays via Turnitin on the iLearn page by Week 6, Monday, 11:30 pm. Please note, re-submissions in Turnitin are only allowed until the deadline. After this time, students will not be able to make changes to their Turnitin submission.

This is an individual task. Further information and a marking rubric will be available on iLearn. Feedback will be provided via Feedback Studio.

Please refer to late submission criteria above.

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
- Appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Quizzes

Due: **Wk 2 L3, Wk 5 L1, Wk 6 L3**
Weighting: **30%**

There will be three paper-based, in-class, open-book quizzes in the third lesson of Week 2, first lesson of Week 5 and third lesson of Week 6. Each quiz has 5 multiple choice and one short answer questions and is worth 10%.

Quiz 1 may cover any topics from Week 1 and 2.

Quiz 2 may cover any topics from Week 3 and 4.

Quiz 3 may cover any topics from Week 5 and 6.

This is an individual task. Feedback will be provided in class and marks will be available via Gradebook.

If students miss any quizzes, they should refer to the special consideration policy.

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
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

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 Manager. To seek approval, students must email muic@mq.edu.au or speak to a member of the Student Administration and Services Team at The College Student Desk (Level 2, 10 Macquarie Walk). Approval will only be granted in exceptional circumstances.

The last day to enrol, add or change 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.

Guest Lecturer Presentations and Workshops

One or two Guest Lecturer Presentations and/or workshops may be scheduled during the term. These sessions will take place outside of regular class time, usually in a lecture theatre on campus. In the session a speaker (usually an expert or well-known academic in the field) will give a presentation on a particular topic related to the unit or field.

While attendance at guest lectures is not compulsory, and content covered is not examinable unless covered in regular classes, students are strongly encouraged to attend these sessions as they will:

- help them to engage with and broaden their understanding of the discipline;
- contextualise content covered in class by providing insights into recent research and workplace developments in the field;
- provide opportunities for networking; and
- provide experience of what lectures are like.

Specific details including time and venue for Guest Lecturer Presentations and workshops will be posted in iLearn announcements and provided in class.

Recordings of these sessions may also be made available to students via iLearn.

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, particularly for lengthy periods) the teacher reserves the right to mark a student absent for that part of the lesson.

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. Alternatively, some make-up lessons might be delivered on-line.

In Term 4 there are no Public Holidays.

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); and
- Access to Microsoft Office Suite (available in E3A Self-Access Computer Laboratories and via iLab)software downloads page for full instructions.

Bringing your own Device (BYOD)

Macquarie University is BYOD (Bring Your Own Device) friendly and it encourages students to bring their Windows or Mac devices to use on campus and during classes.

In some classes in this unit, you will need to have access to a mobile device, Office applications (Word, Excel and PowerPoint) and an Internet Browser of your choice. If you do not have your own device and computer access is required in a particular lesson, you may be able to borrow a laptop to use for the duration of the lesson.

As a Macquarie University student, you are entitled to free access to Microsoft Office Suite, which you can download for use on your device. Please visit the University's software downloads page for full instructions.

If you do bring your own device, you will need to ensure that it is sufficiently charged as access to power points will not be available in the classrooms.

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; and
- 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

Macquarie University Library has released a mobile device app called libMQ . The app allows students to easily access MyLibrary (be notified about loans, renewals, holds and fees owing), book a computer, Library floor maps, see new books lists and Search MultiSearch.

It can be downloaded from either Google Play or the App store.

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.

Studiosity is a one-to-one personal study support service which may be made available via your iLearn unit. If available, you may use this service to get online study help and/or feedback on your assignment usually 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. Please note that this is an external service and feedback provided is generic in nature (for example comments on grammar and cohesion) and not may not be specific to the requirements of the task. If you require specific feedback on how your work aligns with the expectations of the unit or marking criteria, you should consult your teacher.

Unit Schedule

Week/ Lesson	Topic/ Content Covered	Required Reading	Associated Tasks	Assessment Task/Other Notifications
1.1	Introduction to the unit International Communication	Madikiza, Lucky & Elirea Bornman (2007) 'Inter-national communication: shifting paradigms, theories and foci of interest'	Look carefully at the reading and think how the different theories of International Communication work: Do they represent the way you communicate in your own life? How do you think power works with respect to communication? What is the relationship between technology and communication, and can we have one without the other?	**In-class activity topics will be assigned in Week 1 and they will be ongoing starting from Week 3 Lesson 1.**
1.2	Global Communication	Virkar, Shefali (2015) 'The Globalisation of the Media: Towards Cultural Homogeneity?	Think through the implications, impacts, and also the positive understandings of globalization and global media flows. What is the global village? How do understandings of 'dependency' inform the way we think about global media?	
1.3	Week 1 Activities	Week 1 readings	What is the public sphere, and how does visual media facilitate communication between different groups nationally and internationally? How does visual communication connect people, domestically and internationally? What are 'megalomedia' and homogeneity? Is the erosion of local cultures inevitable within the global communication context?	

Week/ Lesson	Topic/ Content Covered	Required Reading	Associated Tasks	Assessment Task/Other Notifications
2.1	Visual Communication	Becker, Karin (2004) 'Where is the Visual Culture in Contemporary Theories of Media & Communication	Think about what we mean by the terms 'visual culture' 'communication' and 'visuality'. How do you understand 'looking', 'text', 'discourse' and 'intertextuality'?	**In-class activity presentations start**
2.2	Semiotic Communication	Barnes, Susan B. (2012) 'Language of images: signs, symbols, and semiotics'	What kinds of signs and codes function to organise visual texts? What is an icon, an index and a symbol? "commodity sign" and how has the logo revolutionised advertising?	
2.3	Week 2 Activities	Week 2 readings	What is the relationship between the visual and the following: pleasure, culture, reality, truth and 'everyday life'? How do images/visual texts/screen based activitities focus and organise ideas about the visual, the normal, the 'real'? Discuss the techniques used by advertisers to "manufacture desire." Discuss how consumers can, in fact, become "producers" of the very products or ads with which they engage. What signs, codes and myths do ads, TV and films use, and what do they say about the cultural context that informs their production? **-Pre-census feedback**	**Quiz 1**
3.1	Bad Culture	Kiarina Kodela, A. (2016) 'Monsters of Biopower: Terror(ism) and Horror in the Era of Affect'	Consider what we, as a culture, are scared of, and what visual productions exist as a result. What is the relationship between monstrosity and visual representations of terror? Try and place your own experiences of public events, travel, security, and your own feelings about terror, race and religion within the context of today's lectures and readings, thinking.	Screening: **Reel Bad Arabs: How Hollywood vilifies a people**
3.2	Bold Culture	Nayar, P.K (2009) 'Scar Cultures: Media, Spectacle, Suffering',	In what ways might you say the visual is used politically and emotively, and in what ways might it fail to provide the democracy and freedom it is used to promote? Are there different types of spectacle? Why is the War on Terror a key visual reference point in contemporary media, and how does its related imagery usually work? What are the most powerful recent spectacle and how do they deploy a 'politics of affect'?	

Week/ Lesson	Topic/ Content Covered	Required Reading	Associated Tasks	Assessment Task/Other Notifications
3.3	Week 3 Activities	Week 3 readings	How does visual culture and international media construct and circulate ideas about crime? What are the common visual genres associated with crime, and how do they work? Think through the uses of imagery in both evidence-based and (visual) representational contexts. What role does social media play in the construction of events or the dissemination of social issues and concerns? What are the key visual features of social networking sites? How have events changed the ways we imagine ourselves and the communities we belong to?	**Screening Response due on Friday, 11.30pm**
4.1	Big culture	Lauren Gurrieri, Lauren and Hélène Cherrier (2013) 'Queering beauty: fatshionistas in the fatosphere'	Think about the following: What is fat? How does fatness connect visual culture to identity politics? What is the role of visual technology (film, photography and advertising especially) in both the social construction of beauty, and the subversion of hegemonic medical ideas about fatness?	
4.2	Babe Culture	Tyler, M. (2014) 'Harms of production: theorising pornography as a form of prostitution'	How do you account for the visual power of sexualised images (in visual media especially)? Do you think the sexual body reflects understandings of power. How does the use of power and sexual pleasure offer social criticism, express both the personal and the political?	**Optional viewing: Pornland: How the Porn industry has Hijacked our Sexuality (2014) – Restricted to Age 18 and Over. Contains explicit imagery. A transcript of the film is available on iLearn.**
4.3	Week 4 Activities	Week 4 readings	How might visual culture enable people to challenge conventional understandings of nature, health, and beauty? Does looking at fat 'difference' reinforce or challenge power relationships? Is the sex/gender dynamic as uneven as the Week 4.2 reading seem to suggest?	
5.1	Social Media	Van Dijck, José, 2013, 'Engineering Sociality in a Culture of Connectivity',	Ask yourself: Isn't all media social? What is a network? What is the difference between the real and the virtual? Is there a difference between online and 'real' physical encounters?	**Quiz 2**

Week/ Lesson	Topic/ Content Covered	Required Reading	Associated Tasks	Assessment Task/Other Notifications
5.2	Social Change	Xenos, Michael, Ariadne Vromen & Brian D. Loader (2014) 'The great equalizer? Patterns of social media use and youth political engagement in three advanced democracies	From text messages to larger online lobby campaigns, think about the ways people are called to participate in political and social contexts via social media. What are the dominant platforms and apps for gathering support with respect to injustice and/or pervasive social and cultural issues? What types of images and visual patterns are we most likely to see in discourses of agitation, complaint, social movement, and social change?	
5.3	Week 5 Activities	Week 5 readings	Think about the important ethical debates attached to online interaction and participatory media, from social media to multi-player games, from posting to texting, tweeting to voting. Is the term social media a useful one? How is social media visual, and how does it compare to other forms of visual communication and visual texts? How does social media some of the more serve extreme perspectives and social actors? How does social media connect the disenfranchised, marginalized or alienated? Is social media ultimately a force for 'change'?	
6.1	Social Selfhood	Senft, T. M., & N. K. Baym (2015) 'What does the selfie say? Investigating a global phenomenon	What are the most prevalent ways users create online presentations of the 'self' in order to participate in social media? What are the differences between the range of apps and sites that require varied performances of identity? What is subjectivity? What are the visual codes and strategies that shape the expression of people's looks, bodies, and social worlds for others?	**Visual Analysis due on Monday, 11.30 pm**
6.2	Social Sharing	Albury, Kath, and Kate Crawford, 2012, 'Sexting, consent and young people's ethics: Beyond Megan's Story'	What is the traditional understanding of sharing, and how has this notion been altered or revised social media? 'What does sharing look like with respect to sites, apps and communication changes? How do age, gender, or sexuality shape online sharing, and how is sharing shaped by these factors? What are 'sexting', 'revenge porn', and 'identity theft', and how might they represent some of the dangers of contemporary digital sharing? What role do 'catfish', scammers, and bullies play in digital/real environments?	

Week/ Lesson	Topic/ Content Covered	Required Reading	Associated Tasks	Assessment Task/Other Notifications
6.3	Week 6 Activities	Week 6 readings	How can we distinguish between the expressions of selfhood constructed for functional applications and everyday services, and those informed by discourses of popularity, professionalism, romance,sexuality, or artistic or political forms of expression? In what ways in the creation of the self an act of creativity, and how do online technologies impact on the 'real' self? What is the role of 'truth' in both the construction and consumption of online personalities? What role does consent play in the sharing of personal information, from explicit intimate images to 'secure' identification data? What are the visual characteristics of key apps and sites in the sharing economy? What are some of the arguments against services such as Uber and Airbnb? From the personal to the communal, the institutional and the governmental think through the larger effects of sharing through visual communication on individuals and groups.	**Quiz 3**
7	Final Exam Week	Please note there is no Final Exam in WMCO100		
8	Vacation Week	There will be a feedback session on Friday of Vacation Week		

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 (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.

Academic Integrity

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 Integrity 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; and

- when the ideas of others are used, these ideas must be acknowledged appropriately.

All breaches of the Academic Integrity 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 Integrity Policy.

Assessment Policy

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

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 the 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 two 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 a Notice of 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 a Notice of Intention to Report letter and may subsequently be reported to the Department of Home Affairs 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

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

- In-class Activity

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 outcomes

- Present work in a manner conforming to accepted academic standards in both written and spoken form
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

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).
- 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.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Assessment tasks

- In-class Activity
- Screening Response
- Visual Analysis
- Quizzes

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

- 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.
- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Assessment tasks

- Screening Response
- Visual Analysis
- Quizzes

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.
- 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

- In-class Activity
- Visual Analysis

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.
- 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.

- Use discipline specific terminology to communicate concepts and ideas relevant to this unit.

Assessment tasks

- In-class Activity
- Screening Response
- Visual Analysis
- Quizzes

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

- 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

- Screening Response
- Quizzes

Course Contact Hours

Weekly face to face contact for this unit will be 6 hours (36 hours per term).

There will be 3 x 2-hour lessons per week.

Unit Specific Texts and Materials

There are no prescribed text books for this unit. All materials, readings and resources will be provided via iLearn or in class.