



MMCX1000

Visual Media and Communications

Session 2, Fully online/virtual 2020

Department of Media, Music, Communication and Cultural Studies

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Convenor

Jillian Kramer

jillian.kramer@mq.edu.au

Contact via Please contact via Email

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Consultation available via Zoom

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

Bringing together communication theories and practices and visual texts and technologies, this unit explores the relationship between visual media and the way people act in their everyday lives. From film, television, photography and advertising, to social media applications and sites, we look at the ways media and communications shape (and are shaped by) our social worlds, our bodies and identities, changing technologies and online communities. We focus on visual communications 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:

ULO1: Explain the politicized aspects of visual media and concepts in terms of both

production and content (as discourses, texts, lived realities).

ULO2: Evaluate different areas of visual culture studies and communications theories and practices

ULO3: Interact and ethically collaborate with others from diverse disciplines, backgrounds and cultures in response to project demands.

ULO4: Present work in a manner conforming to accepted academic standards in both written and spoken form.

ULO5: Synthesize issues and debates specific to cultural and social communication practices and their associated cultural and political underpinnings.

General Assessment Information

- **Special Consideration:** If you have experienced an unavoidable and serious disruption and are unable to complete a task by the due date, please request Special Consideration via ask.mq.edu.au. For more information about the Special Consideration process please [click here](#).
- **Late Submission:** 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.
- **Grades:** In line with the Macquarie University Assessment Policy, grades align with the [descriptors available here](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Engagement and Collaboration	30%	No	Ongoing
Visual Analysis	30%	No	31st of August at 11:59pm (AEST)
Final Essay	40%	No	6th of November at 11:59pm (AEST)

Engagement and Collaboration

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 27 hours

Due: **Ongoing**

Weighting: **30%**

In this unit, students are required to actively engage with their peers in order to develop a shared understanding of the key ideas, concepts and debates that we discuss throughout this unit. Students are required to participate in weekly activities.

Refer to iLearn for further information.

On successful completion you will be able to:

- Explain the politicized aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- Evaluate different areas of visual culture studies and communications theories and practices
- Interact and ethically collaborate with others from diverse disciplines, backgrounds and cultures in response to project demands.
- Present work in a manner conforming to accepted academic standards in both written and spoken form.

Visual Analysis

Assessment Type ¹: Essay

Indicative Time on Task ²: 27 hours

Due: **31st of August at 11:59pm (AEST)**

Weighting: **30%**

Students are required to complete a visual analysis task. Further details will be provided in iLearn.

Refer to iLearn for further information.

On successful completion you will be able to:

- Explain the politicized aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- Evaluate different areas of visual culture studies and communications theories and practices
- Present work in a manner conforming to accepted academic standards in both written and spoken form.
- Synthesize issues and debates specific to cultural and social communication practices and their associated cultural and political underpinnings.

Final Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 36 hours

Due: **6th of November at 11:59pm (AEST)**

Weighting: **40%**

Students are required to respond to the essay questions provided in iLearn.

Refer to iLearn for further information.

On successful completion you will be able to:

- Explain the politicized aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- Evaluate different areas of visual culture studies and communications theories and practices
- Present work in a manner conforming to accepted academic standards in both written and spoken form.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Students will complete this unit online. At the beginning of the study period, they will find the weekly schedule listed sequentially down the ilearn page from week 1 to week 13. Listed underneath each week, they will find details about the weekly content (including lectures and readings) and a link to the weekly activity and discussion forum.

Unit Lectures: The lectures in this unit are available via ilearn. They have been made by the cultural studies staff in the Media, Music, Communications and Cultural Studies Department at Macquarie University.

Unit Readings: The readings for each week are available via Leganto, a service provided by the [Macquarie University Library](#). If you have trouble finding and/or accessing the readings, please search the library's online database and consult your tutor.

Weekly Activities and Discussion: At the beginning of each week, your tutor will send an announcement that introduces the weekly topic and highlights any upcoming tasks. Following the announcement, they will also post an activity for you to complete in the weekly section. These activities are designed to help you develop your understanding of the unit content. They also aim to provide a space to ask questions and interact with your peers.

The General Discussion Forum: If you have any general questions about the unit, and would like to share them with your peers, please start a conversation in the general discussion forum.

This forum is open for everyone to start discussions, share resources and ask questions.

The Dialogue Module: This module is available for students who would like to have private conversations with their tutor.

Unit Schedule

Please see iLearn for the unit schedule.

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.*)

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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

Student Support

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

Learning Skills

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

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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

If you are a Global MBA student contact globalmba.support@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.