



MMCC1000

Visual Media and Communications

Session 1, Weekday attendance, North Ryde 2020

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff

Anthony Lambert

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Credit points

10

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://students.mq.edu.au/important-dates>

Learning Outcomes

ULO1: recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.

ULO2: explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).

ULO3: critically review, analyse and synthesise findings.

ULO4: present work in a manner conforming to accepted academic standards in both

written and spoken form.

ULO5: 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:

1. 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
2. no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests, online participation.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Tutorial Exercise</u>	30%	No	Ongoing Weeks 2 - 12
<u>Screen tests</u>	30%	No	Weeks 4, 8 and 12
<u>Screening Response</u>	10%	No	Week 8
<u>Visual Analysis</u>	30%	No	22/05/2020

Tutorial Exercise

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 20 hours

Due: **Ongoing Weeks 2 - 12**

Weighting: **30%**

Students will lead a tutorial (through an original image or textual 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.

Refer to iLearn for further information.

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.

- 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.

Screen tests

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 30 hours

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

Weighting: **30%**

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

Refer to iLearn for further information.

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.

Screening Response

Assessment Type ¹: Report

Indicative Time on Task ²: 10 hours

Due: **Week 8**

Weighting: **10%**

In the tutorial following a screening, you will bring to class a written statement 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 by addressing the weekly questions under the iLearn topic banner.

Refer to iLearn for further information.

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.

Visual Analysis

Assessment Type ¹: Essay

Indicative Time on Task ²: 30 hours

Due: **22/05/2020**

Weighting: **30%**

Students are required to conduct a critical analysis on a set topic from specific material covered and associated to screenings from across the first half of the semester.

Refer to iLearn for further information.

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.

¹ If you need guidance or support to understand or complete this type of assessment, please contact the Learning Skills Team

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

Delivery Mode: Internal, Daytime

This unit will use: Echo360, iLearn, Turnitin, Leganto

Lectures and Tutorials

Lectures: Mondays 11:00 AM in T1, 10 Hadenfeld Avenue. See Echo360 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**

Please note there are no classes in week 7 or week 13.

Readings and Screening

Readings: There are required readings from the first week onward. These are accessed via the Unit Reading option within the library's multi-search function, or by clicking the Leganto link on the iLearn page.

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

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

Unit Schedule

- Week 1 Lecture : **Visual Communication**
- Week 2 Lecture: **Semiotic Communication**
- Week 3 Lecture: **Global Communication**
- Week 4 Lecture: **Spectacular Communication**
- Week 5 Lecture: **Fat Culture**
- Week 6 Lecture: **Monstrous Culture**
- Week 7: **Reading Week (No Classes)**

SEMESTER BREAK APRIL 10 - 24

- Week 8 Screening: **Identity, Justice and Culture**
- Week 9 Lecture: **Social Media**
- Week 10 Lecture: **Social Selfhood**
- Week 11 Lecture: **Social Sharing**
- Week 12 Lecture: **Social Change**
- Week 13: **Course Review (No Classes)**

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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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 improve your marks and take control of your study.

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

Student Enquiry Service

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

Equity 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.

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.