MMCC1040

Introduction to Media and Mass Communications

Session 1, Weekday attendance, North Ryde 2020

Department of Media, Music, Communication and Cultural Studies

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Unit convenor
Dennis Bruining
dennis.bruining@mq.edu.au
by appointment

Credit points
10

Prerequisites

Corequisites

Co-badged status

Unit description
Introduction to media and communications addresses the major transformations and continuities in the media and communications environment. Students learn foundational frameworks that will help them gain a deeper understanding of rapidly changing media industries and practices. Through interdisciplinary, international, and historical frameworks, this unit explores a range of media forms from print, photography, cinema, and broadcast media, to digital technologies and practices. Through the analysis of mediated communications and media change, students develop knowledge of the structures of power that inform complex relationships between audiences and producers. Interrogating the role of media in everyday life, in both local and global contexts, the course offers a vital introduction to media and communications studies.

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: analyse how media and communication is shaped by and shapes social, cultural, historical, political and economic processes.

ULO2: evaluate and distinguish between foundational frameworks and approaches to media audiences, technologies, industries, and practices.

ULO3: prepare independent academic research in the field.

ULO4: communicate disciplinary knowledge using appropriate academic discourses.

ULO5: analyse contemporary ethical implications of media and communications representations.

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult iLearn for revised unit information.

Find out more about the Coronavirus (COVID-19) and potential impacts on staff and students

General Assessment Information

Late assessment policy

Please see policies and procedures below for more information on late assessments.

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Delivery Mode

Day (Internal).

Unit Requirements

A 10-credit point unit equates to an average of 10 hours of work per week over the 15 weeks of session (150 hours). Therefore, it is expected that you will spend 10 hours per week on MMCC1040, which includes lectures, tutorials, and private study. Private study may include reading time (completing the required readings) and preparation for assignments.

Students are reminded that they will be assessed on their knowledge of the unit content, which includes the weekly lectures and required readings.

Required Readings

MMMCC1040 has weekly required readings that must be read *prior* to that week's tutorial. All the required readings will be listed on iLearn and will be available through the library's MultiSearch function. Students must bring a copy of the reading and their study notes to tutorials.

Technologies Used and Required

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

Readings can be accessed via a web browser and should be downloaded onto a portable device or printed so that it can be easily accessible in tutorials. Students should also bring writing materials and any study notes to tutorials.

Unit Schedule

This unit consists of weekly 1-hour lectures and 1-hour tutorials in weeks 1-11. Students are expected to attend every tutorial and attend (or watch on the unit's iLearn site) every lecture.

Lectures and tutorials for this unit begin in Week 1.

Tutorial times and classroom information is available on the MQ Timetables website here.

The topic schedule, reading list, specific information on each assessment task, and further materials are available on iLearn.

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.)*

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 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.

Late assessment policy

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.

Changes since First Published

Date	Description
06/03/2020	16 weeks /160 hours changed to 15 weeks/150 hours