



# MMCC7000

## Media and Social Media

Session 1, Weekday attendance, North Ryde 2020

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

### Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	5
<u>Policies and Procedures</u>	6
<u>Changes since First Published</u>	7

#### **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

Convenor

John Potts

[john.potts@mq.edu.au](mailto:john.potts@mq.edu.au)

Contact via 9850 2163

10Ha 165J

Wed 1 - 2

Credit points

10

Prerequisites

Admission to BPhil/MRes

Corequisites

Co-badged status

Unit description

Media and social media dominate our political, social and cultural landscapes. This unit investigates their multilayered dynamic by incorporating a range of disciplinary and/or interdisciplinary approaches within media, communications, cultural studies and media arts. It surveys approaches to media and representation in the broad media and communications discipline. A section of this unit specifically addresses issues in social media. Students will explore how academic research can be utilised to study a rapidly evolving cultural reality and technological infrastructure.

## 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:** demonstrate a coherent knowledge of the principles, methods and concepts within a discipline area.

**ULO2:** develop and demonstrate a high level of oral, written, and discipline specific communication skills.

**ULO3:** communicate research principles and perspectives situated in a disciplinary area.

**ULO4:** apply informed and logical judgments to the arguments of others.

**ULO5:** synthesize and apply ideas to new contexts.

## General Assessment Information

Late Submission Penalty:

Unless a Special Consideration request has been submitted and approved, 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 no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Research Essay</u>	50%	No	12 June
<u>Seminar Presentation</u>	20%	No	Weeks 12 - 13
<u>Essay</u>	30%	No	27 April

### Research Essay

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 46 hours

Due: **12 June**

Weighting: **50%**

This essay requires students to critically engage with current literature and undertake in-depth independent research.

Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate a coherent knowledge of the principles, methods and concepts within a discipline area.
- develop and demonstrate a high level of oral, written, and discipline specific communication skills.
- communicate research principles and perspectives situated in a disciplinary area.
- apply informed and logical judgments to the arguments of others.
- synthesize and apply ideas to new contexts.

### Seminar Presentation

Assessment Type <sup>1</sup>: Presentation

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Weeks 12 - 13**

Weighting: **20%**

Students will be required to present on a specific unit topic.

Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate a coherent knowledge of the principles, methods and concepts within a discipline area.
- develop and demonstrate a high level of oral, written, and discipline specific communication skills.
- communicate research principles and perspectives situated in a disciplinary area.
- apply informed and logical judgments to the arguments of others.
- synthesize and apply ideas to new contexts.

## Essay

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 25 hours

Due: **27 April**

Weighting: **30%**

This essay requires student to critically engage with unit content and independent research.

Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate a coherent knowledge of the principles, methods and concepts within a discipline area.
- develop and demonstrate a high level of oral, written, and discipline specific communication skills.
- communicate research principles and perspectives situated in a disciplinary area.
- apply informed and logical judgments to the arguments of others.
- synthesize and apply ideas to new contexts.

---

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

<sup>2</sup> 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

Readings will be provided by the convenor. Some readings are available online for download, as detailed in the Unit Schedule.

## Unit Schedule

### MMCC7000 Unit Schedule

#### **Week 2: 4th March – Introduction to Media and Social Media (John Potts)**

#### **Week 3: 11th March - Media Studies (John Potts)**

**Reading:** Turner, G. (2015), 'Introduction', *Re-Inventing the Media*, London and New York: Routledge. pp. 1-15.

Background Reading: Cunningham, S., and Turnbull, S. (2014). 'Introduction' and *The Media and Communications: Theoretical Traditions*, *The Media and Communications in Australia* 4th Edition. Sydney: Allen & Unwin. pp. 1-30.

#### **Week 4: 18th March - Cultural Studies (Nicole Anderson)**

**Reading:** Nicole Anderson and Katrina Schulke, 'Introduction: Theory to Practice' in Anderson & Schulke, *Cultural Theory in Everyday Practice*, Oxford: Oxford University Press, 2009

#### **Week 5: 25th March - Screen Studies (Karen Pearlman)**

**Reading:** David Bordwell, 'The Viewer's Share: Models of Mind in Explaining Film' (2012) at <http://www.davidbordwell.net/essays/viewersshare.php>

#### **Week 6: 1st April - Music (Andrew Robson)**

**Reading:** Hesmondhalgh, David and Negus, Keith (2002) 'Introduction - Popular Music Studies: Meaning, Power and Value'. In David Hesmondhalgh and Keith Negus (eds), *Popular Music Studies*. London: Arnold, pp. 1-10.

#### **Week 7: 8th April - Creative Arts and Media Arts (Julie-Anne Long and Jon Burt)**

**Reading:** Barrett, Estelle. 2010, 'Introduction', in Barrett Estelle, and Barbara Bolt (eds) *Practice as Research: Approaches to creative arts enquiry*, (New York: Palgrave Macmillan) pp. 1-13

### **MID-SEMESTER BREAK**

#### **Week 8: 29th April - Social Media 1 (Catharine Lumby)**

Readings will be provided.

#### **Week 9: 6th May - Social Media 2 (Catharine Lumby)**

#### **Week 10: 13 May - Social Media 3 (Catharine Lumby)**

**Weeks 11: 20 May - Media Disciplines and Sub-disciplines (John Potts)**

**Weeks 12 and 13: 27 May - 3 June - Student Presentations (John Potts)**

## 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

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

## Student Enquiry Service

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

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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.

## Changes since First Published

Date	Description
12/02/2020	This is a new unit.