



MMCC6020

Media and Communications: Technologies

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

Convenor & lecturer

Chris Muller

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Office 160 in 10 Hadenfeld Avenue

Thursdays: 3-4pm (weeks 2-7); 12-1pm (weeks 8-12) & by appointment

Lecturer

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by appointment

Credit points

10

Prerequisites

Admission into MCrInd or MMediaComm

Corequisites

Co-badged status

Unit description

This unit is intended to develop foundational knowledge and skills in the field of media communications and is designed for students from a range of backgrounds and skill levels. The unit introduces students to key theories and contemporary debates that animate the study of digital media and communications. We pose questions about the history of technological change, how we create and consume digital media, what happens to our online information, and the promises and risks related to new technologies. In class discussions, key texts, multimedia, and lecture content, students have the opportunity to engage with topics at the leading-edge of media studies. Students will develop capacities to analyse and critically assess how technologies are shaped and how they shape us. Additionally, students will undertake self-directed research involving hands-on digital media production. The unit provides a critical foundation for students pursuing postgraduate research in the area of media and communications with an emphasis on innovative digital media forms and practices.

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: evaluate relationships between technology, media practices, and cultures.

ULO2: analyse critical debates and apply media studies theories.

ULO3: assess the historical and technological development of present-day media forms.

ULO4: formulate arguments and creative works based on appropriate research and academic sources.

ULO5: demonstrate academic communication skills in different media and genres.

General Assessment Information

All assessments must be submitted via the designated Turnitin links which will be made available on iLearn.

Special Consideration: If you have experienced an unavoidable and serious disruption and are unable to complete this task by the due date, please email your unit convenor and request Special Consideration via ask.mq.edu.au.

Late Penalty: 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.

Assessment Tasks

| Name | Weighting | Hurdle | Due |
|---|-----------|--------|------------|
| Literature Review | 30% | No | 27/03/2020 |
| Case Study and Analysis | 30% | No | 21/4/2020 |
| Media presentation | 40% | No | 22/5/2020 |

Literature Review

Assessment Type ¹: Literature review

Indicative Time on Task ²: 30 hours

Due: **27/03/2020**

Weighting: **30%**

Students will write a literature review on a topic that is relevant to the class.

Refer to iLearn for further information.

On successful completion you will be able to:

- analyse critical debates and apply media studies theories.
- demonstrate academic communication skills in different media and genres.

Case Study and Analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 30 hours

Due: **21/4/2020**

Weighting: **30%**

Students will submit an in depth written analysis of the relationship between a specific media item, practice or phenomenon and how it has evolved alongside a specific media technology.

Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate relationships between technology, media practices, and cultures.
- analyse critical debates and apply media studies theories.
- assess the historical and technological development of present-day media forms.
- demonstrate academic communication skills in different media and genres.

Media presentation

Assessment Type ¹: Media presentation

Indicative Time on Task ²: 40 hours

Due: **22/5/2020**

Weighting: **40%**

Students will undertake a research project relating academic theory and research to a specific case study. They will then record a presentation involving audio and/or visual material. The presentation can also involve a creative use of media.

Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate relationships between technology, media practices, and cultures.
- analyse critical debates and apply media studies theories.
- formulate arguments and creative works based on appropriate research and academic sources.
- demonstrate academic communication skills in different media and genres.

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

Teaching for this unit starts in **Week 2**.

This unit is taught as a weekly 2-hour seminar. All required readings and additional resources and readings are available via the Leganto system 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) (<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 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.