



MMCC6030

Media and Communications: Representations

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 Terri Senft terri.senft@mq.edu.au
Credit points 10
Prerequisites Admission to MMediaComm or MCrInd or MIPD
Corequisites
Co-badged status
Unit description This unit explores the practical and political realities of creative and media production as it applies to fiction, non-fiction, public relations, advertising, journalism, screen, radio, and other sorts of representational strategies. Drawing from the unit title students are exposed to major debates around: 1) the structural elements required to represent reality, both in and off media; 2) the politics of representation as a social practice; 3) the ethics of representing as an individual act; and 4) the unstable nature of representation received, modified, and re-circulated as "renewed reality", especially via private, gated, public and "super-public" spheres.

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: evaluate how media content can be represented across a range of formats, genres, and platforms.

ULO2: apply independent scholarly research to media cases with global/multicultural/transnational foci.

ULO3: communicate and present information in modes suited to a range of audiences, and in a range of text-based and audio-visual media.

ULO4: analyse the political and economic impact of media 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

- All assessment submissions must be done using TurnItIn. No paper or emailed submissions will be accepted. [iLearn Student Guide on Assignments and Turnitin](#)
- 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 (including weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests
- You will need to supply appropriate documentation to your unit convenor for any missed tutorial or lack of pre-tutorial materials (if less than three consecutive days). You will need to apply for Special Consideration to cover any absences more than three consecutive days.
- [MQ Policy: Academic Honesty Policy](#)
- [MMCCS Session Re-mark Application](#)

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 of unit

This unit will begin in WEEK 2 of the semester (i.e. on Monday 2 March 2020.) Classes will be held on Mondays, from 1-3 pm. delivered as two-hour interactive seminar, combining lecture-style material with guided inquiry, production tasks, writing workshops, small group activities and

discussions. For classroom information, please consult the [MQU Timetable](#). Lecture portions of the class will be video recorded for review purposes only. Workshops, discussions, or activities will not be recorded. PDF notes for any lectures given will be posted to iLearn after each class. See Echo block on iLearn for more information about recordings.

Attendance policy

Students are advised that although we will not take attendance in seminar, your assessments require you to be familiar with a range of scholarly techniques you probably have not encountered before. These techniques will be taught to you during seminar, which means class attendance is mandatory for those wishing to pass the unit. In addition to attendance you will be expected to be making headway on your assessment projects. To ensure this is happening, we will periodically ask you to upload written materials (class notes, brainstorming, screenshots from research) to demonstrate your engagement in this unit. This material will not be marked, but will be referenced in the case of students requesting last minute assistance, or disputing marks.

Reading

All required readings are available online via the Leganto system, as are most of the recommended readings. Each week on iLearn, you'll also receive links to case studies discussed during lecture, or in tutorials.

Laptop Policy

Please DO bring your own devices for use in class (laptops or tablets + mobile phones). The library has laptops and iPads available for lending if you don't have your own. <http://www.mq.edu.au/about/campus-services-and-facilities/library/facilities/computer-facilities> and there are other computer labs on campus. Please also bring a pen or pencil and paper to class.

Other Technology Matters

Students are expected to make use of everyday information technologies to complete their assignments (i.e. Personal Computers, mobile Phones, freely available editing software and online publishing platforms). As this is not a production unit, students should not contact the department's technical staff for equipment or support. Feel free to challenge yourself but work within your technical abilities.

School Break

Students are advised that we will NOT physically meet in class the following weeks this semester:

- Week of 13 April—school break
- Week of 20 April—school break

Unit Schedule

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Unit schedule will be available to students via iLearn prior to the start of 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](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.