



# MMCC8046

## Social Media

Session 2, Special circumstance 2020

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

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### 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.

### Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Terri Senft

[terri.senft@mq.edu.au](mailto:terri.senft@mq.edu.au)

Credit points

10

Prerequisites

Admission to MMediaComm or MCrInd or MIC

Corequisites

Co-badged status

Unit description

This unit will offer students an advanced understanding of the key role social media now plays in professional media practice and the way it is reshaping public debate and media business models. It will involve students in integrating emerging online platforms and technologies into media practice, including news gathering, feature and current affairs production, and opinion writing. Students will analyse the way mainstream media organisations are utilising social media to produce and augment media production and enlist media users in producing content. They will also examine the way social and online media have opened up new possibilities for media producers to bypass traditional media organisations and attract large audiences using blogs, Twitter and Youtube.

## 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:** apply media theory and concepts to the study of social media.

**ULO2:** research, analyse and evaluate the relationships between individual users of social media platforms, and larger cultural, social, legal, economic, corporate, state and industry factors that inform and shape that use.

**ULO3:** evaluate the increasingly important role that branding and celebrity plays in shaping expressions of identity (individual, group, corporate, national, activist, etc. in the

contemporary landscape, and analyse various types social media presence in terms of branding and fame theory.).

**ULO4:** analyse the challenges (logistical, legal, ethical) of applying classic research, design, communication, advocacy and/or public relations strategies to social media environments.

## General Assessment Information

### Assignment grading

All assignments of this unit are aligned to the standards outlined in the Macquarie University Assessment Policy (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>). Marking rubric for each of the assignments is available on the iLearn. Students are expected to read the rubric before working on the assignment.

### Late submission:

1. Assessment tasks are aligned to the unit learning outcomes. Timely submission of assessment tasks is a unit requirement.
2. Late submission 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.
3. Re-Marks: The in-session re-mark application form is available at <http://www.mq.edu.au/pubstatic/public/download/?id=167914>.

## Assessment Tasks

| Name                                       | Weighting | Hurdle | Due                                     |
|--|-----------|--------|---|
| <a href="#">Illustrated Glossary Entry</a> | 50%       | No     | Friday, September 11, 2020 by 11:59 pm  |
| <a href="#">Video presentation</a>         | 50%       | No     | Wednesday November 11, 2020 by 11:59 pm |

### Illustrated Glossary Entry

Assessment Type <sup>1</sup>: Qualitative analysis task

Indicative Time on Task <sup>2</sup>: 50 hours

Due: **Friday, September 11, 2020 by 11:59 pm**

Weighting: **50%**

In class, you will receive a list of concepts we have covered to date. For this task, you will be expected to create a visual glossary entry that engages with ONE concept from this list. To do this, you will create a document where you: - define your concept using your own words and illustrated with a captioned image; - theorise that concept, using a scholarly quote from a class reading, illustrated with a captioned image; - complicate that concept, introducing an example of your choice, illustrated with a captioned image.

Refer to iLearn for further information.

On successful completion you will be able to:

- apply media theory and concepts to the study of social media.
- research, analyse and evaluate the relationships between individual users of social media platforms, and larger cultural, social, legal, economic, corporate, state and industry factors that inform and shape that use.

## Video presentation

Assessment Type <sup>1</sup>: Media presentation

Indicative Time on Task <sup>2</sup>: 50 hours

Due: **Wednesday November 11, 2020 by 11:59 pm**

Weighting: **50%**

The purpose of this task is to assess your capacity to practically engage with social media theory, by way of a social media-friendly format, a short video. For this task, you will be expected to create a video of no more than 3-5 minutes.

Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate the increasingly important role that branding and celebrity plays in shaping expressions of identity (individual, group, corporate, national, activist, etc. in the contemporary landscape, and analyse various types social media presence in terms of branding and fame theory.).
- analyse the challenges (logistical, legal, ethical) of applying classic research, design, communication, advocacy and/or public relations strategies to social media environments.

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<sup>1</sup> If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment

- the [Writing Centre](#) for academic skills support.

<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

### Start of classes and tutorials

- Classes begin Week 2
- Classes meeting on Mondays begin Week 3 (due to Bank Holiday.)

### Delivery of unit

This unit will be delivered as two-hour interactive seminar. It will combine lecture-style material with guided inquiry, production tasks, writing workshops, small group activities and discussions.

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

Lecture portions of the class will be recorded for review purposes only. See Echo block on iLearn for filmed weekly lectures. Discussions and activities will be available via archived Zoom recording link.

### Attendance Policy

Students are expected to attend all seminars this semester. They may opt for either in-person attendance where feasible, or remote delivery via Zoom. No part of this class is optional: all lectures, workshops, and peer-review sessions deliver content and are a central component of meeting the learning outcomes in this unit. Students who elect to not attend class will miss out on unit content and learning activities, and do so at their own risk.

### Readings and Other Media

Please consult the iLearn site for weekly readings and media

### 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.

### Feedback

Feedback in this unit is available in multiple forms:

- For points of relevance to the whole class, informal feedback will be given through the ‘announcement’ function in iLearn.
- For individual student questions related to unit activities, electronic communication will be used.
- For in-person consultations, students will be able to book electronic appointments with Terri.
- For assessment feedback, students will receive numerical scores corresponding to a detailed rubric, attached to assignments marked in Turnitin.

## Unit Schedule

| Date                             | Seminar Week                                     | Notes   |
|----------------------------------|--|---|
| Week starting July 28, 2020.     | No classes today                                 | No MA classes scheduled Week 1  |
| Week starting August 2, 2020     | Week 1 (except Monday classes-- see note)        | No Monday classes due to national holiday   |
| Week starting August 9, 2020     | Week 2   |   |
| Week starting August 16, 2020    | Week 3   |   |
| Week starting August 23, 2020    | Week 4   |   |
| Week starting August 30, 2020    | Week 5   |   |
| Week starting September 6, 2020  | Week 6   | Assessment 1 due Friday Sept 11, 2020 School Break Begins after this week (Resume September 27, 2020) |
| Week starting September 27, 2020 | Week 7   |   |
| Week starting October 4, 2020    | Week 8 (except Monday classes-- see note)        | No Monday classes due to national holiday   |
| Week starting October 11, 2020   | Week 9   |   |
| Week starting October 18, 2020   | Week 10  |   |
| Week starting October 25, 2020   | Monday students: Makeup class for holiday breaks | A2 due Wednesday November 11, 2020  |

## 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 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](http://ask.mq.edu.au)

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