



# MMCC6010

## Media and Communications: Creative Contexts

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

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Credit points

10

Prerequisites

Admission to MCrInd or MMediaComm

Corequisites

Co-badged status

Unit description

This unit explores the role of, and interrelationship between, the media and the creative and entertainment industries in shaping socio-cultural and individual identities. Arts policy and funding, and the role of the artist or 'creative' in contributing to an Australian national identity and economic growth is also situated in an increasingly globalized context.

## 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:** demonstrate advanced disciplinary knowledge, scholarly understanding, and specialised subject content in contemporary media and creative industries.

**ULO2:** identify the economic and socio-cultural contexts within which the media and creative industries operate.

**ULO3:** examine the global influences on media and creative industries practices in Australia.

**ULO4:** analyse and communicate the issues and debates relating to the media, creative and cultural industries.

## General Assessment Information

### 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.

### Attendance and Participation:

As participation in the process of learning is linked to and underpins the unit Learning Outcomes, you will need to either apply for Disruptions to Studies to cover any missed tutorials (if the disruption is greater than three consecutive days) or supply appropriate documentation to your unit convenor for any missed tutorial (if less than three consecutive days).

### Independent Work:

Students are expected to work independently outside of scheduled tutorial times when they are working on assignments.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>Process Journal</u></a>	30%	No	27/09/20
<a href="#"><u>Case study Report</u></a>	30%	No	18/10/20
<a href="#"><u>Pitch Presentation</u></a>	40%	No	Week 12 (individual times TBA)

### Process Journal

Assessment Type <sup>1</sup>: Reflective Writing

Indicative Time on Task <sup>2</sup>: 34 hours

Due: **27/09/20**

Weighting: **30%**

Students are expected to keep a weekly process journal. This journal will document their engagement with the course material and learning activities in the weekly seminars as well as their independent research. Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate advanced disciplinary knowledge, scholarly understanding, and specialised

subject content in contemporary media and creative industries.

- identify the economic and socio-cultural contexts within which the media and creative industries operate.

## Case study Report

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

Indicative Time on Task <sup>2</sup>: 26 hours

Due: **18/10/20**

Weighting: **30%**

Students identify and discuss a contemporary practice, figure, work, product, or project that illustrates the global implications of the media or creative industries. Student report should draw on and exemplify key ideas and issues from the course content. Refer to iLearn for further information.

On successful completion you will be able to:

- examine the global influences on media and creative industries practices in Australia.
- analyse and communicate the issues and debates relating to the media, creative and cultural industries.

## Pitch Presentation

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

Indicative Time on Task <sup>2</sup>: 34 hours

Due: **Week 12 (individual times TBA)**

Weighting: **40%**

Students conceive of a possible work, product, or project of the media or creative industries that suggests an innovative way to embrace, critique, or appropriate the globalisation phenomenon for a local or international context. The student pitch presentation (recorded via Zoom or Echo360) should be accompanied by an original portfolio that is contextualised in a multimodal format that includes writing, visual, audio, and/or online platform. Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate advanced disciplinary knowledge, scholarly understanding, and specialised subject content in contemporary media and creative industries.

- examine the global influences on media and creative industries practices in Australia.
  - analyse and communicate the issues and debates relating to the media, creative and cultural industries.
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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

**\*MMCC6010 class will start in Week 2.**

A weekly seminar will be delivered. See iLearn for further details.

## 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](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>) 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](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.

## Changes since First Published

Date	Description
21/ 07/ 2020	The due date for assessment task 3 (Presentation) has been amended. All other details remain the same as the published version of this unit guide.