MMCC3040

Media Policy: Plan and Process

Session 2, Special circumstance 2020

Department of Media, Music, Communication and Cultural Studies

Contents

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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
Maya Ranganathan
maya.ranganathan@mq.edu.au

Credit points
10

Prerequisites
130cp at 1000 level or above

Corequisites

Co-badged status

Unit description
This unit explores the issues that impact on media policy in different regions/countries of the world. It aims to impart an understanding of how modes of governance, cultural contexts and media flows impact upon policy, thus directing communications flows. Students will explore the communications environment and policy issues in contexts of their choice, through extensive reading, analysis and interpretation of data in different political and social environments.

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: synthesize knowledge of media and communications in order to critically reflect on communications environments in the globalised world.

ULO2: analyse and debate issues relating to media policies in the context of emerging world order and in the social framework specific to different countries in the regions.

ULO3: evaluate the issues that impact on media policy and their influences on communications work environments in different regions.

ULO4: evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills.

ULO5: communication of professional discourse in oral and written contexts (individually and as part of a group).

Assessment Tasks

Name	Weighting	Hurdle	Due
Online tests	30%	No	Weeks 4-12
Blog post	10%	No	Weeks 3-12
Research Essay	35%	No	Week 13
Leading the class presentations	25%	No	Weeks 3-12

Online tests

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 15 hours
Due: **Weeks 4-12**
Weighting: **30%**

Three time-bound tests each for 10% (totalling 30%) will be held at regular intervals through the semester. The tests will contain multiple choice questions and draw from the readings and lectures. Refer to iLearn for further information.

On successful completion you will be able to:

• synthesize knowledge of media and communications in order to critically reflect on communications environments in the globalised world.

Blog post

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 15 hours
Due: **Weeks 3-12**
Weighting: **10%**

Two original blog entries and two responses to posts - one between weeks 2-7 and another between weeks 8-12. The entries need to be based on a point or issues raised in tutorial discussions and need to draw from unit content and external research to either elucidate or repudiate the point. Refer to iLearn for further information.

On successful completion you will be able to:

- synthesize knowledge of media and communications in order to critically reflect on communications environments in the globalised world.
- analyse and debate issues relating to media policies in the context of emerging world order and in the social framework specific to different countries in the regions.
- evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills.

Research Essay

Assessment Type [1]: Essay
Indicative Time on Task [2]: 25 hours
Due: **Week 13**
Weighting: **35%**

Students are required to write an essay in response to a question related to media policy and its implications for the media and communication environments. It is to be a summative work reflecting unit content and individual research. Refer to iLearn for further information.

On successful completion you will be able to:

- synthesize knowledge of media and communications in order to critically reflect on communications environments in the globalised world.
- analyse and debate issues relating to media policies in the context of emerging world order and in the social framework specific to different countries in the regions.
- evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills.
- communication of professional discourse in oral and written contexts (individually and as part of a group).

Leading the class presentations

Assessment Type [1]: Facilitation
Indicative Time on Task [2]: 10 hours
Due: **Weeks 3-12**
Weighting: **25%**

Working in groups, students will lead the online tutorial class by addressing the question for the week as mentioned in iLearn. Questions will require the application of concepts dealt with in the

week to evaluate media environments and policies in different countries/regions. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and debate issues relating to media policies in the context of emerging world order and in the social framework specific to different countries in the regions.
- evaluate the issues that impact on media policy and their influences on communications work environments in different regions.
- evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills.
- communication of professional discourse in oral and written contexts (individually and as part of a group).

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[1] 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.

[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

No tutorials in Weeks 1 and 13.

Pre-recorded lectures available in Echo 360.

Late submissions 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

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). 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). 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).

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.