MMCC3016

Media Ethics

Session 2, Special circumstance 2020

Department of Media, Music, Communication and Cultural Studies

Contents

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
Credit points 10
Prerequisites 130cp at 1000 level or above
Corequisites
Co-badged status
Unit description This unit is about the ways in which various narratives are ethically produced, disseminated and represented by the media. As such, it links the skills, knowledge and insights students have gained from various Media courses to relevant future pathways. Questions that this unit will ask include: how are media debates ethically conceived and represented? What are the ethical implications of un-sourced media narratives? How does the media therefore construct and shape culture, society and individuals? The unit will draw on a number of media theories, ethical and practical approaches, as well as previous course content and knowledge to debate the role of the media in shaping public opinion, and ethical decision-making around various narratives, including news stories, and social perceptions. In other words, how are we influenced by media in relation to ethical decision-making more generally?

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: analyse and evaluate contemporary ethical debates around global media production, consumption, distribution, and re-circulation.

ULO2: communicate the debates and issues around 'media ethics' in a way that encourages group learning, deliberation and discussion.

ULO3: produce media that delivers an ethics-related argument.

ULO4: synthesise, analyse and reflect on how to ethically shape media content, or

consume media representations in future employment and daily life.

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
Intellectual Autobiography	50%	No	Friday, September 11, 2020
Provocation Presentation	50%	No	presented in class during week 3-11, as scheduled

Intellectual Autobiography

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 53 hours
Due: **Friday, September 11, 2020**
Weighting: **50%**

For this assessment, students are required to develop a clear, exciting and creative response to one of the most commonly asked questions in employment and postgraduate interviews: "So, tell

me about yourself." In keeping with the class theme of ethics, the goal is to truthfully communicate interests and values in such a way that your reader/viewer is inspired to view the student as a future professional. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and evaluate contemporary ethical debates around global media production, consumption, distribution, and re-circulation.
- communicate the debates and issues around 'media ethics' in a way that encourages group learning, deliberation and discussion.
- produce media that delivers an ethics-related argument.
- synthesise, analyse and reflect on how to ethically shape media content, or consume media representations in future employment and daily life.

Provocation Presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 45 hours
Due: **presented in class during week 3-11, as scheduled**
Weighting: **50%**

Students are required to give a "provocation presentation" to classmates, based on a particular reading. Presentations will be recorded. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and evaluate contemporary ethical debates around global media production, consumption, distribution, and re-circulation.
- communicate the debates and issues around 'media ethics' in a way that encourages group learning, deliberation and discussion.
- synthesise, analyse and reflect on how to ethically shape media content, or consume media representations in future employment and daily life.

[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

Start of classes and tutorials

- Lectures begin Week 1
- Tutorials begin Week 2.

Delivery of unit

- This unit will be delivered as one hour lecture with one 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 in video format. See Echo block on iLearn for weekly lectures.
- Tutorial portions of the class will be available for review via archived Zoom links.

Attendance Expectations

- Students are expected to attend (or, if the streaming option is selected, watch online) all lectures for this unit. Lectures are not optional: they deliver important content and are a central component of meeting the learning outcomes in this unit. Students who elect to not attend/watch lectures will miss out on unit content, and do so at their own risk.
- Students are expected to attend all tutorials for this unit. Tutorials deliver important content and are a central component of meeting the learning outcomes in this unit. Students who elect to not attend tutorials will miss out on unit content, 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	Lecture (recorded)	Tutorial (in person or via Zoom
Week starting July 28, 2020	Week 1	No tutorial today
Week starting August 2, 2020	Week 2	Tutorial 1
Week starting August 9, 2020	Week 3	Tutorial 2
Week starting August 16, 2020	Week 4	Tutorial 3
Week starting August 23, 2020	Week 5	Tutorial 4
Week starting August 30, 2020	Week 6	Tutorial 5
Week starting September 6, 2020	Week 7	Tutorial 6
Week starting September 27, 2020	Week 8	Tutorial 7
Week starting October 4, 2020	Week 9	Tutorial 8
Week starting October 11, 2020	Week 10	Tutorial 9
Week starting October 18, 2020	Week 11	Tutorial 10
Week starting October 25, 2020	Week 12	Tutorial 11

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.