MMCC2015

Media Theory in Practice

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
Convenor, lecturer and tutor
Ian Collinson
ian.collinson@mq.edu.au
Contact via via email
10HA 191G
by appointment, please email to make a booking.

Credit points
10

Prerequisites
40cp at 1000 level or above

Corequisites

Co-badged status

Unit description
This unit introduces students to some of the major key thinkers and movements (including marxism, psychoanalysis, feminism, structuralism, deconstruction, post-colonialism, ecocriticism, etc.), that have framed, and continue to frame, the way we understand the production and consumption of media, its meaning and its affect. Applying key conceptual models and critical approaches to media texts, students will develop an understanding of the way media practices and consumption (in)form our everyday lives.

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: identify a range of theories that frame our encounters with media texts and practices.

ULO2: evaluate the key issues in a wide and far ranging theoretical, historical and cultural debate about media texts and practices.

ULO3: analyse different media texts using different theories.

ULO4: synthesise and communicate concisely key media concepts and movements in

written and oral form.

General Assessment Information

All written work for the unit should be submitted via the appropriate Turnitin link in ilearn.

Important: Be sure to keep a copy of all your work. Keep these copies until the unit is over and you have received your final grade from the University.

Late Assessment 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 (including weekends) after the original submission deadline. No late submission will be accepted for timed assessments -- e.g. quizzes, online tests etc.

Assessment Grades

Work submitted for this unit will be graded according to the standards outlined in the following table.

Grade	Range	Status	Description
HD	85-100	Pass	Provides consistent evidence of deep and critical understanding in relation to the learning outcomes. There is substantial originality, insight or creativity in identifying, generating and communicating competing arguments, perspectives or problem solving approaches; critical evaluation of problems, their solutions and their implications; creativity in application as appropriate to the program.
D	75-84	Pass	Provides evidence of integration and evaluation of critical ideas, principles and theories, distinctive insight and ability in applying relevant skills and concepts in relation to learning outcomes. There is demonstration of frequent originality or creativity in defining and analysing issues or problems and providing solutions; and the use of means of communication appropriate to the program and the audience.
CR	65-74	Pass	Provides evidence of learning that goes beyond replication of content knowledge or skills relevant to the learning outcomes. There is demonstration of substantial understanding of fundamental concepts in the field of study and the ability to apply these concepts in a variety of contexts; convincing argumentation with appropriate coherent justification; communication of ideas fluently and clearly in terms of the conventions of the program.
P	50-64	Pass	Provides sufficient evidence of the achievement of learning outcomes. There is demonstration of understanding and application of fundamental concepts of the program; routine argumentation with acceptable justification; communication of information and ideas adequately in terms of the conventions of the program. The learning attainment is considered satisfactory or adequate or competent or capable in relation to the specified outcomes.
F	0-49	Fail	Does not provide evidence of attainment of learning outcomes. There is missing or partial or superficial or faulty understanding and application of the fundamental concepts in the field of study; missing, undeveloped, inappropriate or confusing argumentation; incomplete, confusing or lacking communication of ideas in ways that give little attention to the conventions of the program.

Assessment Tasks

Name	Weighting	Hurdle	Due
Theoretical Foundation Essay	20%	No	Fri 6th Sept (Wk6)
Research Essay	50%	No	31 Oct (Wk12)
Multiple Choice Quizzes	30%	No	Weeks 7 and 13

Theoretical Foundation Essay

Assessment Type [1]: Essay
Indicative Time on Task [2]: 24 hours
Due: **Fri 6th Sept (Wk6)**
Weighting: **20%**

Students will analyse a set text through one of the foundational media/cultural theories.The set texts for each theory will be made available through Ilearn during the first weeks of semester. In this essay students will be assessed on their critical engagement with unit and individually researched reading material, their undertaking of the task, their knowledge of theory, their critical and relational thinking and their use of academic writing conventions like structure, academic english and referencing. Minimum Research Requirement: At least two unit readings from the relevant week plus at least two other relevant and appropriate academic publications. Refer to iLearn for further information.

On successful completion you will be able to:
- identify a range of theories that frame our encounters with media texts and practices.
- evaluate the key issues in a wide and far ranging theoretical, historical and cultural debate about media texts and practices.
- analyse different media texts using different theories.
- synthesise and communicate concisely key media concepts and movements in written and oral form.

Research Essay

Assessment Type [1]: Essay
Indicative Time on Task [2]: 52 hours
Due: **31 Oct (Wk12)**
Weighting: **50%**

Students will analyse a pair of set texts through a specified theory. As with essay one, the set texts will be circulated via iLearn during the semester. In this essay students will be assessed on

their critical engagement with the unit and individually researched reading material, their undertaking of the task, their knowledge of theory, their critical and relational thinking and their use of academic writing conventions like structure, academic english and referencing. Minimum Research Requirement: At least three unit readings from the relevant week plus at least three other relevant and appropriate academic publications. Refer to iLearn for further information.

On successful completion you will be able to:

- identify a range of theories that frame our encounters with media texts and practices.
- evaluate the key issues in a wide and far ranging theoretical, historical and cultural debate about media texts and practices.
- analyse different media texts using different theories.
- synthesise and communicate concisely key media concepts and movements in written and oral form.

Multiple Choice Quizzes

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 24 hours
Due: **Weeks 7 and 13**
Weighting: **30%**

Two online multiple-choice quizzes. Questions will test knowledge of the key concepts of particular theory in specified weeks. Refer to iLearn for further information.

On successful completion you will be able to:

- identify a range of theories that frame our encounters with media texts and practices.
- evaluate the key issues in a wide and far ranging theoretical, historical and cultural debate about media texts and practices.
- analyse different media texts using different theories.

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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

Please see the unit's ilearn page.

Unit Schedule

Please see ilearn for the schedule of lectures.

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.