MMCC6020

Media and Communications: Technologies

Session 1, Weekday attendance, North Ryde 2021

Department of Media, Communications, Creative Arts, Language and Literature

Contents

Disclaimer

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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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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
Chris Muller
chris.muller@mq.edu.au
Contact via chris.muller@mq.edu.au
Please refer to iLearn

Credit points
10

Prerequisites
Admission into MCrInd or MMediaComm

Corequisites

Co-badged status

Unit description
This unit is intended to develop foundational knowledge and skills in the field of media communications and is designed for students from a range of backgrounds and skill levels. The unit introduces students to key theories and contemporary debates that animate the study of digital media and communications. We pose questions about the history of technological change, how we create and consume digital media, what happens to our online information, and the promises and risks related to new technologies. In class discussions, key texts, multimedia, and lecture content, students have the opportunity to engage with topics at the leading-edge of media studies. Students will develop capacities to analyse and critically assess how technologies are shaped and how they shape us. Additionally, students will undertake self-directed research involving hands-on digital media production. The unit provides a critical foundation for students pursuing postgraduate research in the area of media and communications with an emphasis on innovative digital media forms and practices.

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: evaluate relationships between technology, media practices, and cultures.

ULO2: analyse critical debates and apply media studies theories.

ULO3: assess the historical and technological development of present-day media forms.

ULO4: formulate arguments and creative works based on appropriate research and academic sources.

ULO5: demonstrate academic communication skills in different media and genres.

General Assessment Information

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.

Assessment Tasks

Name	Weighting	Hurdle	Due
Portfolio of Reading Responses and Analytic Tasks 1	30%	No	Week 5 (26/3/ 2021)
Portfolio of Reading Responses and Analytic Tasks 2	30%	No	Week 8 (30/4/ 2021)
Media presentation	40%	No	Week 12 (28/5/ 2021)

Portfolio of Reading Responses and Analytic Tasks 1

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 30 hours
Due: **Week 5 (26/3/2021)**
Weighting: **30%**

Students will submit a portfolio comprised of a set of low stakes reading responses and/or a range of specified research, analysis and preparatory tasks.

On successful completion you will be able to:
• evaluate relationships between technology, media practices, and cultures.
• analyse critical debates and apply media studies theories.
• assess the historical and technological development of present-day media forms.
• formulate arguments and creative works based on appropriate research and academic

sources.

- demonstrate academic communication skills in different media and genres.

Portfolio of Reading Responses and Analytic Tasks 2

Assessment Type [1]: Portfolio
Indicative Time on Task [2]: 30 hours
Due: **Week 8 (30/4/2021)**
Weighting: **30%**

Students will submit a portfolio comprised of a set of low stakes reading responses and/or a range of specified research, analysis and preparatory tasks.

On successful completion you will be able to:

- evaluate relationships between technology, media practices, and cultures.
- analyse critical debates and apply media studies theories.
- assess the historical and technological development of present-day media forms.
- formulate arguments and creative works based on appropriate research and academic sources.
- demonstrate academic communication skills in different media and genres.

Media presentation

Assessment Type [1]: Media presentation
Indicative Time on Task [2]: 40 hours
Due: **Week 12 (28/5/2021)**
Weighting: **40%**

Students will undertake a research project relating academic theory and research to a specific case study. They will then record a presentation involving audio and/or visual material. The presentation can also involve a creative use of media. Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate relationships between technology, media practices, and cultures.
- analyse critical debates and apply media studies theories.
- formulate arguments and creative works based on appropriate research and academic sources.

- demonstrate academic communication skills in different media and genres.

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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

This is unit is delivered in a hybrid format in which the on campus, face to face class can be joined remotely via zoom. The class format consists of 2hr interactive seminars, which will combine mini lectures with in class activities. Students will be provided with reading and research tasks in preparation to each class. This class is supported by a reading list on Leganto and additional resources that can be accessed via the iLearn site.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policies.mq.edu.au). 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

Students seeking more policy resources can visit Student Policies (https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit Policy Central (https://policies.mq.edu.au) and use the search tool.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/admin/other-resources/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.