



# MMCC3016

## Media Ethics

Session 2, Special circumstances 2021

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

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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.

### Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

## General Information

Unit convenor and teaching staff

Convenor

Terri Senft

[terri.senft@mq.edu.au](mailto:terri.senft@mq.edu.au)

Contact via email preferred

10 Hadenfeld Ave

by appointment

Justine Martin

[justine.martin@mq.edu.au](mailto:justine.martin@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

Please note that the University and the Faculty of Arts have launched a new assessment policy effective as of 1 July 2021. This new policy particularly affects LATE SUBMISSION OF ASSIGNMENTS.

The Faculty policy in relation to late assessment submissions is as follows:

**Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – 10 marks out of 100 credit will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted seven days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests, etc.**

To be very clear:

- Unless you have applied for special consideration and had your application approved, for each day your assignment is late, 10 marks will be deducted. For example, if you submit your assignment 7 days late, 70 marks will be deducted, which means you will fail that assignment.
- If your assignment is more than 7 days late (including weekends), you will get 0 for your assignment.

These are serious penalties that will substantially alter your final grade and even determine whether you pass or fail this unit. Please make every effort to submit your assignment by the due date.

If you find you cannot submit your assignment on time, please apply for Special Consideration through AskMQ. Make sure you read Macquarie University's policy regarding Special Consideration requests before you apply: <https://students.mq.edu.au/study/assessment-exams/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Provocation Presentation</a>	50%	No	ongoing

Name	Weighting	Hurdle	Due
<u>Intellectual Autobiography</u>	50%	No	24:00 10/09/2021

## Provocation Presentation

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

Indicative Time on Task <sup>2</sup>: 45 hours

Due: **ongoing**

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.

## Intellectual Autobiography

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

Indicative Time on Task <sup>2</sup>: 53 hours

Due: **24:00 10/09/2021**

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.

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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

### CLASS WILL BE VIDEO ONLY FOR WEEKS 1 and 2

- No attendance for weeks 1 and 2 this year, but on iLearn you will have mandatory video lectures from Terri to watch.
  - Note: these are absolutely MANDATORY viewing for students, as they cover class policies and assessments.
  - Weekly video content will be explained on iLearn, and posted on Echo360

### Weekly Schedule

- Week 1: No tutorials meet this week, but video viewing **mandatory**.
- Week 2: No tutorials meet this week, but video viewing **mandatory**.
- Week 3: Video lecture, **tutorial meetings live (or Zoom, as scheduled.)**
  - Note: We will be diving right into assessments and teams for class presentations.
  - *It will VERY obvious if you haven't watched the videos for weeks 1 and 2.*
- Week 4: Video lecture, tutorial meetings
- Week 5: Video lecture, tutorial meetings (student presentations begin this week and continue for semester)
- Week 6: Video lecture, tutorial meetings
- Week 7: Video lecture, tutorial meetings
- Week 8: Video lecture, tutorial meetings
- Week 9: Video lecture, NO TUTORIALS THIS WEEK

- Week 10: Video lecture, tutorial meetings
- Week 11: Video lecture, tutorial meetings
- Week 12: Video lecture, tutorial meetings

### **Class Structure:**

- 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>

### **Class Lectures**

- Lectures begin WEEK 1
- All lectures can be accessed as recordings via [Echo 360](#), along with PDFs of slides used.
- You are expected to have watched lectures prior to your tutorial attendance.

### **Class Tutorials**

- Tutorials begin in WEEK 3 of classes (but you need to watch a series of videos during weeks 1 and 2)
- Your attendance is expected but ungraded, with the exception of your class presentation day.
- This semester, students will attend tutorials either on campus or off-campus (via Zoom). You can find Zoom links at the very top of your iLearn site.
- Tutorials will vary, but almost always will involve workshops connected to assessments, student presentations, and discussions of the readings. Students will be expected to demonstrate they are prepared for to work together for the day by reading, and (when requested) bringing in draft versions of work for peer review.
- If you miss a tutorial, you can catch up by watching a recording. Links to recordings can be found on [Echo 360](#).
- Each student is required to deliver one assessed class presentation during tutorial time this semester. You can find a schedule of presentation times at the link below. Please note: the schedule will not be posted until Week 2 of classes. Presentations will begin Week 5 of classes.

## Laptop Policy & Technology Matters

- I am a proponent of using technology in learning environments. Please DO bring your laptop and/or tablet to class to work. Please be advised that working on mobile phones is far less optimal, because screen size hinders reading and creative production. The library has laptops and iPads available for lending if you don't have your own.
- Please also bring a pen or pencil and paper to class.
- 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.

## Unit Schedule

Please click this link for a working schedule for meetings, lectures, and presentations : [https://share.bubblup.com/ui/landing\\_page?item\\_id=001-i-688a1a28-5c6c-4f03-aed8-4d3acff9aa7d](https://share.bubblup.com/ui/landing_page?item_id=001-i-688a1a28-5c6c-4f03-aed8-4d3acff9aa7d)

## Policies and Procedures

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