



# MMCC6010

## Media and Communications: Creative Contexts

Session 2, Weekday attendance, North Ryde 2021

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

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#### **Disclaimer**

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#### **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

Yuji Sone

[yuji.sone@mq.edu.au](mailto:yuji.sone@mq.edu.au)

Contact via Contact via 9850 2168

Building 10HA, Room 165F

By appointment

Credit points

10

Prerequisites

Admission to MCrInd or MMediaComm

Corequisites

Co-badged status

Unit description

This unit explores the role of, and interrelationship between, the media and the creative and entertainment industries in shaping socio-cultural and individual identities. Arts policy and funding, and the role of the artist or 'creative' in contributing to an Australian national identity and economic growth is also situated in an increasingly globalized context.

## 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:** demonstrate advanced disciplinary knowledge, scholarly understanding, and specialised subject content in contemporary media and creative industries.

**ULO2:** identify the economic and socio-cultural contexts within which the media and creative industries operate.

**ULO3:** examine the global influences on media and creative industries practices in Australia.

**ULO4:** analyse and communicate the issues and debates relating to the media, creative

and cultural industries.

## General Assessment Information

### Late Submission Penalty:

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.

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>

### Attendance and Participation:

Students are expected to view all lectures for MMCC6010. Lectures are not optional: they are a central component of meeting the learning outcomes in this unit, and deliver important content that is directly assessed. Students who elect to not view lectures will miss out on important unit content, and do so at their own risk.

Students are expected to attend all seminars/tutorials for MMCC6010. Seminars/tutorials are not optional: they deliver important content and are a central component of meeting the learning outcomes in this unit. Seminar/tutorial discussions provide an environment where students can discuss ideas and learn from each other, building important networks and group work skills. In tutorials, you will also have the opportunity to ask for assistance from your tutor, and receive informal feedback on work in progress. Students who do not attend seminars/tutorials will miss out on important unit content and learning activities, and do so at their own risk.

### Independent Work:

MMCC6010 students will need to do their own reading of relevant texts or online materials outside class time.

\*Assessment standard in this unit align with the University's grade descriptors, available at: <http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Process Journal</a>	50%	No	23:59 19/09/2021
<a href="#">Pitch Presentation</a>	50%	No	23:59 31/10/2021

### Process Journal

Assessment Type <sup>1</sup>: Reflective Writing

Indicative Time on Task <sup>2</sup>: 50 hours

Due: **23:59 19/09/2021**

Weighting: **50%**

Students are expected to keep a weekly process journal. This journal will document their engagement with the course material and learning activities in the weekly seminars as well as their independent research. Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate advanced disciplinary knowledge, scholarly understanding, and specialised subject content in contemporary media and creative industries.
- identify the economic and socio-cultural contexts within which the media and creative industries operate.

### Pitch Presentation

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

Indicative Time on Task <sup>2</sup>: 48 hours

Due: **23:59 31/10/2021**

Weighting: **50%**

Students conceive of a possible work, product, or project of the media or creative industries that suggests an innovative way to embrace, critique, or appropriate the globalisation phenomenon for a local or international context. The student pitch presentation (recorded via Zoom or Echo360) should be accompanied by an original portfolio that is contextualised in a multimodal format that includes writing, visual, audio, and/or online platform. Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate advanced disciplinary knowledge, scholarly understanding, and specialised subject content in contemporary media and creative industries.
- examine the global influences on media and creative industries practices in Australia.
- analyse and communicate the issues and debates relating to the media, creative and cultural industries.

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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

**\*MMCC6010 will start in Week 2.**

## 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 Enquiry Service

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)

## Equity 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.

## 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.