



MMCC2015

Media Theory in Practice

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, 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

Assignment Submission: All written work for the unit should be submitted via the appropriate Turnitin link in ilearn. Students must ensure that they upload the correct file as Turnitin will only accept a single submission. 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.

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

Grade	Range	Status	Description
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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
Multiple Choice Quizzes	30%	No	23:59 10/09/2021 23:59 05/11/2021
Theoretical Foundation Essay	20%	No	23:59 05/09/2021
Research Essay	50%	No	23:59 29/10/2021

Multiple Choice Quizzes

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 24 hours

Due: **23:59 10/09/2021 23:59 05/11/2021**

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.

Theoretical Foundation Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 24 hours

Due: **23:59 05/09/2021**

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: **23:59 29/10/2021**

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.

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

Lectures will be delivered live via zoom (MON 2pm), the recordings of which will be posted in ilearn. Tutorials will be held at various times from Monday afternoon to Wednesday morning. Please check the MQ timetable as the schedule may change. <http://timetables.mq.edu.au/2021/>

Tutorials for this unit begin in Week 2.

The MMCC2015 unit readings will be available via the Leganto link in ilearn.

Unit Schedule

Introduction

1 -- *Doing Theory*: How do we do theory? What does theory do to us?

Part One: Theoretical foundations

2 -- *Scientists of the text*: Structuralism

3 -- *Media & Society*: Marxism

4 -- *Reading the Repressed*: Psychoanalysis

5 -- *Media and the Other*: Feminism

Part Two: Developments & branches

6 -- *Distracting Distractions*: Mass Culture Theory

7 -- *Return of the reader*: Reader-response Theory

8 -- *The Empire Writes Back*: Postcolonialism

9 -- No Classes due to public holiday

Part Three: Contemporary Concerns

10 -- *Thinking Like a Mountain*: Ecocriticism

11 -- *Writing the City/the City as Writing*: Psychogeography

12 -- *How Ought We to Live?* Reading and Living Ethically

Please Note: full details of all the weekly readings are available in iLearn

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](#) 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.