



MMCC1000

Visual Media and Communications

Session 1, Special circumstances, North Ryde 2021

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

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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

Convenor and Lecturer

Stefan Solomon

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Building 10HA, Room 152

By appointment

Convenor, Lecturer and Tutor

Intan Paramaditha

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Building 10HA, Room 193B

By appointment

Lecturer

Terri Senft

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Building 10HA, Room 159

By appointment

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

This unit brings together theories, practices and texts that explore the relationship between visual media and the way people act in their everyday lives. This unit introduces critical concepts to analyse visual texts, technologies, and communication practices. From film, television, photography and advertising, to social media applications and sites, we look at the ways media and communication shape (and are shaped by) our social worlds, our bodies and identities, changing technologies and online communities. We focus on visual communication and normalising practices, contemporary politics, events, embodiment, digital cultures, globalisation and social networking. Within these frameworks, we explore the (re)production, performance and use of identity and subjectivity, and canvass notions of genre, discourse, power and textuality through the application and testing of methods of visual analysis. Finally, we place visual communication within the personal, the sensory and the everyday through the practical exploration of social media use.

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: recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.

ULO2: explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).

ULO3: critically review, analyse and synthesise findings.

ULO4: present work in a manner conforming to accepted academic standards in both written and spoken form.

ULO5: appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

General Assessment Information

Late Submissions - Guidelines

Unless a Special Consideration request has been submitted and approved:

1. 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
2. no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline. No late submissions will be accepted for timed

assessments – e.g. quizzes, online tests, online participation.

Assessment Tasks

Name	Weighting	Hurdle	Due
Tutorial Exercise	30%	No	Ongoing
Visual Analysis	30%	No	Week 12, Friday 28 May by 6PM
Screen tests	30%	No	Weeks 4, 8, 11
Screening Response	10%	No	Week 6

Tutorial Exercise

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 20 hours

Due: **Ongoing**

Weighting: **30%**

Students will lead a tutorial (through an original image or textual analysis and discussion/group activity). Your tutor will allocate topics/weeks and dates in the first tutorial and the exercises will begin in the following week. Refer to iLearn for further information.

On successful completion you will be able to:

- explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- critically review, analyse and synthesise findings.
- present work in a manner conforming to accepted academic standards in both written and spoken form.
- appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

Visual Analysis

Assessment Type ¹: Essay

Indicative Time on Task ²: 30 hours

Due: **Week 12, Friday 28 May by 6PM**

Weighting: **30%**

Students are required to conduct a critical analysis on a set topic from specific material covered and associated to screenings from across the first half of the semester. Refer to iLearn for further information.

On successful completion you will be able to:

- recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- critically review, analyse and synthesise findings.
- present work in a manner conforming to accepted academic standards in both written and spoken form.

Screen tests

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 30 hours

Due: **Weeks 4, 8, 11**

Weighting: **30%**

There are three periodic tests to be completed across the semester, and each test is worth 10 percent (30 percent in total). Refer to iLearn for further information.

On successful completion you will be able to:

- recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- present work in a manner conforming to accepted academic standards in both written and spoken form.

Screening Response

Assessment Type ¹: Report

Indicative Time on Task ²: 10 hours

Due: **Week 6**

Weighting: **10%**

In the tutorial following a screening, you will bring to class a written statement that offers 1) a synopsis/description of the film/text and 2) explain how you think the screening relates to the study of visual communication by addressing the weekly questions under the iLearn topic banner. Refer to iLearn for further information.

On successful completion you will be able to:

- recognise and define different areas of visual culture studies and communication theory, and apply them through a variety of activities.
- explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- critically review, analyse and synthesise findings.
- present work in a manner conforming to accepted academic standards in both written and spoken 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

Delivery Mode: Internal, Daytime

This unit will use: Echo360, iLearn, Turnitin, Leganto

Lectures and Tutorials

Lectures are recorded only and available via the Echo360 platform. Lectures will be available each week by Monday 9AM. Lectures, screenings, readings and appropriate work must be watched/done prior to tutorials.

Tutorials times are as scheduled, both on campus and online. You must only attend your assigned tutorial group at the correct time. **TUTORIALS BEGIN IN WEEK ONE**

Please note there are no tutorials or lecture in week 12.

Readings and Screening

Readings: There are required readings from the first week onward. These are accessed via the Unit Reading option within the library's multi-search function, or by clicking the Leganto link on the iLearn page.

Screening: The link to the Week 6 screening is available under the weekly tab or via the library Leganto list/Kanopy streaming service.

For current updates, classrooms and times please consult the MQU Timetables website: <https://timetables.mq.edu.au>.

Unit Schedule

Week 1 Lecture : **Visual Communication**

Week 2 Lecture: **Semiotic Communication**

Week 3 Lecture: **Global Communication**

Week 4 Lecture: **Spectacular Communication**

Week 5 Lecture: **Fat Culture**

Week 6 Screening: **Identity, Justice and Culture (Screening - NO LECTURE)**

SEMESTER BREAK APRIL 2 - 18

Week 7 Lecture: **Social Media**

Week 8 Lecture: **Social Selves**

Week 9 Lecture: **Social Data**

Week 10 Lecture: **Social Sharing**

Week 11 Lecture: **Social Change**

Week 12: **No Classes**

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

Academic Integrity

Using the work or ideas of another person, whether intentionally or not, and presenting them as your own without clear acknowledgement of the source is called [Plagiarism](#).

Macquarie University promotes awareness of information ethics through its [Academic Integrity Policy](#). This means that:

- all academic work claimed as original must be the work of the person making the claim;
- all academic collaborations of any kind must be acknowledged;
- academic work must not be falsified in any way; and
- when the ideas of others are used, these ideas must be acknowledged appropriately.

All breaches of the [Academic Integrity Policy](#) are serious and penalties apply. Students should be aware that they may fail an assessment task, a unit or even be excluded from the University for breaching the Academic Integrity Policy.

Assessment Policy

Students should familiarise themselves with their responsibilities under the [Assessment Policy](#), and notably [Schedule 4](#) (Final Examination Requirements).

Grade Appeals

A student who has been awarded a final grade for a unit has the right to appeal that grade as outlined in the [Grade Appeal Policy](#). Grade appeals apply to the final mark and the grade a student receives for a unit of study. They do not apply to results received for individual assessment tasks.

Grade appeals must be submitted via ask.mq.edu.au within 20 working days from the published result date for the relevant unit. Before submitting a Grade Appeal, please ensure that you read the [Grade Appeal Policy](#) and note valid grounds for appeals.

Students are expected to seek feedback on individual assessment tasks prior to the award of a final grade. Students also have the right to request generic feedback from the teaching staff on their overall performance in the unit, including in a final examination. This can be done at any

time in the six-month period starting from the day on which the final grade of the relevant unit is published.

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.