MMCC1040

Introduction to Media and Mass Communications

Session 2, Special circumstances, North Ryde 2021

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

Contents

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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
Unit convenor, lecturer, tutor
Dennis Bruining
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H10 193D
By appointment

Ian Collinson
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Credit points
10

Prerequisites

Corequisites

Co-badged status

Unit description
Introduction to media and communications addresses the major transformations and continuities in the media and communications environment. Students learn foundational frameworks that will help them gain a deeper understanding of rapidly changing media industries and practices. Through interdisciplinary, international, and historical frameworks, this unit explores a range of media forms from print, photography, cinema, and broadcast media, to digital technologies and practices. Through the analysis of mediated communications and media change, students develop knowledge of the structures of power that inform complex relationships between audiences and producers. Interrogating the role of media in everyday life, in both local and global contexts, the course offers a vital introduction to media and communications studies.

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 how media and communication is shaped by and shapes social, cultural, historical, political and economic processes.

> **ULO2:** evaluate and distinguish between foundational frameworks and approaches to media audiences, technologies, industries, and practices.
>
> **ULO3:** prepare independent academic research in the field.
>
> **ULO4:** communicate disciplinary knowledge using appropriate academic discourses.
>
> **ULO5:** analyse contemporary ethical implications of media and communications representations.

General Assessment Information

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General Assessment Information

Feedback

Feedback on assessments and student learning and performance will be provided in a range of ways. Students will receive formal individual feedback on their performance in assessments in the form of general comments, rubric, and in-text comments attached to assignments marked in Turnitin. Students will receive feedback by taking a non-graded iLearn quiz at the end of week 4, which allows them to test their knowledge and track their progress in terms of their knowledge of foundational frameworks and approaches to media and communications. They may receive further individual feedback from unit staff in email communication and personal consultations. Marks are made available in the Gradebook function in iLearn.

Late Submission and Special Consideration

Unless a Disruption to Studies 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.

Please note: Extensions and late penalties will be applied per 24hour period. I.e. If the original deadline was Monday 5pm and the student received 2 days extension, the assessment will then be due on Wednesday 5pm. This is to help prepare students for employment contexts.

Students with a pre-existing disability/health condition or prolonged adverse circumstances may be eligible for ongoing assistance and support. Such support is governed by other policies and may be sought and coordinated through Campus Wellbeing and Support Services.

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
Essay on selected question	40%	No	17:00 25/10/2021
Independent research and source annotation	20%	No	17:00 27/09/2021
Discipline specific (online)	40%	No	17:00 23/08/2021

Essay on selected question

Assessment Type [1]: Essay
Indicative Time on Task [2]: 45 hours
Due: **17:00 25/10/2021**
Weighting: **40%**

Students select an essay question. Students are required to research, select and use academic sources to support their written argument. The assessment will allow students to reflect upon and utilise the feedback they received from the first assessment task. Refer to iLearn for further information.

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Independent research and source annotation

Assessment Type [1]: Annotated bibliography
Indicative Time on Task [2]: 15 hours
Due: **17:00 27/09/2021**
Weighting: **20%**

This task is designed for students to research, select and annotate academic sources in relation to their selected topic area. Sources must be relevant to the discipline. Refer to iLearn for further information.

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Discipline specific (online)

Assessment Type [1]: Poster
Indicative Time on Task [2]: 45 hours
Due: **17:00 23/08/2021**
Weighting: **40%**

This assessment allows students to use media in a creative and analytic format to present a complex concept/theory. All sources must be referenced. Refer to iLearn for further information.

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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 unit is delivered through lectures, on-campus tutorials, and online tutorials. All lectures are recorded and will be made available on iLearn. Unit readings will be made available through the university library and can be accessed online via Leganto. A link to Leganto will be available on the unit's iLearn space. A working internet connection is critical to successfully complete this unit, as well as participate in this unit's classes.

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.