



# MMCC2015

## Media Theory in Practice

Session 2, In person-scheduled-weekday, North Ryde 2022

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

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Convenor, lecturer and tutor

Ian Collinson

[ian.collinson@mq.edu.au](mailto: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. 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.

### Late Assessment Submission Penalty

Unless a Special Consideration request has been submitted and approved, **a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted**, up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue.

This late penalty will apply to non-timed sensitive assessment (incl essays, reports, posters, portfolios, journals, recordings etc). **Late submission of time sensitive tasks** (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs etc) **will only be addressed by the unit convenor in a Special consideration application. Special Consideration outcome may result in a new question or topic.**

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
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
<a href="#">Theoretical Foundation Essay</a>	20%	No	11.55pm 3/9/22 (Week 6)
<a href="#">Research Essay</a>	50%	No	11.55pm 28/10/22 (Week 12)
<a href="#">Multiple Choice Quizzes</a>	30%	No	From 9am Thu until 11.55pm Sat, Week 7 and Week 13

### Theoretical Foundation Essay

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

Indicative Time on Task <sup>2</sup>: 24 hours

Due: **11.55pm 3/9/22 (Week 6)**

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 <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 52 hours

Due: **11.55pm 28/10/22 (Week 12)**

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.

## Multiple Choice Quizzes

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 24 hours

Due: **From 9am Thu until 11.55pm Sat, Week 7 and Week 13**

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.

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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

Lectures will be delivered live in person (Monday 12pm, 14 Sir Christopher Ondaatje Avenue--Mason Theatre) and live streamed via zoom for those students enrolled in the online version of the unit, the recordings of which will be posted in ilearn. Tutorials will be held at various times across the week. Please check the MQ timetable as the schedule and room allocation may change. <http://timetables.mq.edu.au/2022/>

### 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 -- *How Ought We to Live?* Ethical Theory

12 -- *All in the Mind?* Cognitive Media Theory

**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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

### The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)



## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## 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.

## Changes from Previous Offering

This year there is a new lecture topic on cognitive media theory, a theory that has not been taught in this unit before.

## Changes since First Published

Date	Description
13/07/2022	Submission dates for assessment read 2021 rather than 2202.