MMCC1040

Introduction to Media and Mass Communications

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

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

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Course Convenor
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10HA 191G
By appointment, please email.

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

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
Poster	30%	No	Week 6 11.55pm 29/08/22
Major Research Essay	50%	No	Week 12 11.55pm 24/10/22

Name	Weighting	Hurdle	Due
ilearn Quizzes	20%	No	Wed-Sat Week 5 and Week 10

Poster

Assessment Type [1]: Poster
Indicative Time on Task [2]: 35 hours
Due: **Week 6 11.55pm 29/08/22**
Weighting: **30%**

Students are required to use media in a creative and analytic format to present their understanding of a complex concept/theory. Refer to ilearn for further information.

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Major Research Essay

Assessment Type [1]: Essay
Indicative Time on Task [2]: 55 hours
Due: **Week 12 11.55pm 24/10/22**
Weighting: **50%**

Students select an essay question and are required to research and use academic sources to support their written argument. Refer to iLearn for further information.

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ilearn Quizzes

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 15 hours
Due: **Wed-Sat Week 5 and Week 10**
Weighting: **20%**

Students will complete quizzes during the session that engage with the unit materials and themes. 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

There are no live lectures for this unit. Instead, all lectures are pre-recorded and available via the link in the Echo360 block in ilearn. You will need however to enrol in a tutorial. For specific class times, please see the timetable as times and locations may change. **PLEASE NOTE: Tutorials for this unit begin in Week One.**

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 completing this unit, as well as participate in this unit's classes.

Unit Schedule

Module 1: Foundational Frameworks: Media Theories and Concepts

Week 1: Media and Representation

Week 2: Media and Technology

Week 3: Media and the Public Sphere

Week 4: Media, Platform Society and Participatory Culture

Module 2: Who (and how) do you think you are? Media, Online Selves and Data

Week 5: Media, Microcelebrity and Self-Branding

Week 6: Media and Surveillance Capitalism

Week 7: Media and the Quantified Self

Module 3: Making Media: Industries, Convergence, and Audiences

Week 8: Media and Convergence

Week 9: Media and the Audience

Week 10: Media and Ecology

Week 11: Essay Writing Workshop

Week 12: No 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
- 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/su pport/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.e du.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

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 an d maths support, academic skills development and wellbeing consultations.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://stu dents.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/.

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 since First Published

Date	Description
18/07/2022	UG altered to reflect the move from face-to-face to pre-recorded lectures.