



MMCC2077

Streaming TV

Session 1, In person-scheduled-weekday, North Ryde 2022

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

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General Information

Unit convenor and teaching staff

Convenor and Lecturer

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By appointment

Tutor

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Tutor

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Credit points

10

Prerequisites

Pre-requisite 40cp at 1000 level or above

Corequisites

Co-badged status

Unit description

Did you know that the consumption of streaming video is responsible for the majority of global internet usage today? In recent times, the remarkable prominence of streaming media has changed the way we engage with online spaces, and how we understand and experience other media such as radio and film. This unit focuses in particular on the rise of streaming television, analysing the production and consumption of moving image content on the web and on purpose-built streaming platforms like Netflix. By considering questions of genre, industrial practice, policy and platform specificity, we will explore the various dimensions of television as we now know it, and will examine some of the unique changes that the medium has undergone in our lifetime.

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 key debates, themes and concepts in the broad field of television studies.

ULO2: demonstrate a knowledge of television history and theory.

ULO3: evaluate and distinguish between different modes of streaming television.

ULO4: analyse television critically according to genres, form and cultural contexts.

ULO5: research independently in the discipline, including identifying and using appropriate articles in academic journals.

General Assessment Information

Submission methods: All assessment items are submitted via the Turnitin links on iLearn.

Special Consideration: If you have experienced an unavoidable and serious disruption and are unable to complete a task by the due date, please request Special Consideration via ask.mq.edu.au. There is more information about the Special Consideration process at [this link here](#).

Late Submission: 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 ASSESSMENTS.

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 marks 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>

Grades: In line with the Macquarie University Assessment Policy, grades for this unit align with these [grade descriptors](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Television Log and Analysis	40%	No	23:00 on 29/4/2022
Research Essay	60%	No	23:00 on 3/6/2022

Television Log and Analysis

Assessment Type ¹: Log book

Indicative Time on Task ²: 50 hours

Due: **23:00 on 29/4/2022**

Weighting: **40%**

Students will log their television watching and analyse the components of each show.

Please refer to iLearn for further information.

On successful completion you will be able to:

- identify key debates, themes and concepts in the broad field of television studies.
- demonstrate a knowledge of television history and theory.
- analyse television critically according to genres, form and cultural contexts.

Research Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 50 hours

Due: **23:00 on 3/6/2022**

Weighting: **60%**

Students are required to research and comprehensively reference a written essay.

Please refer to iLearn for further information.

On successful completion you will be able to:

- identify key debates, themes and concepts in the broad field of television studies.

- demonstrate a knowledge of television history and theory.
- evaluate and distinguish between different modes of streaming television.
- research independently in the discipline, including identifying and using appropriate articles in academic journals.

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

Lectures will take place each **Tuesday from 11AM-12PM in the T5 Theatre at 14 Sir Christopher Ondaatje Ave.** These lectures will also be live streamed, and recorded and uploaded to Echo360 on the same day.

Tutorials

Tutorials are available both online and face-to-face, and **begin in Week 2**. Please note, you must attend the tutorial you are enrolled in. If you wish to change your tutorial time you can do so via eStudent. Your tutor/lecturer will not be able to change your tutorial enrolment. Do not turn up to a tutorial in which you are not enrolled. We cannot accept extra students into a fully enrolled tutorial. Students are required to prepare for tutorials by having attended or viewed the lecture, having viewed the required screenings, and having completed the week's readings and prepared questions and notes.

Please note, too, that only students who are enrolled in the online offering of the unit may attend online classes.

Please consult the MQ timetable for up to date timetabling of lectures and tutorials.

Required Screenings

Each week there are one or more television episodes required for viewing. While some of these episodes will be made available through portals offered by the Macquarie University library, or on free streaming services available in Australia, the majority of the focus for this unit will be on the streaming service Netflix. For this reason, **students will be required to access screenings on Netflix throughout the semester**. A subscription to Netflix is free for the first month, and \$10.99 for each following month; the total cost of subscription for this unit will be \$22.

Required and Recommended Readings

All readings will be available online through the Leganto link on iLearn. There is a list of further

recommended reading for each topic - please refer to iLearn.

Unit Schedule

MODULE 1: THE NETFLIX MODEL

- Week 1: **What was Television?**
- Week 2: **Going Online**
- Week 3: **Programming and the Algorithm**

MODULE 2: AUDIENCES AND REPRESENTATION

- Week 4: **Audiences and the Cultural Forum**
- Week 5: **Representing Diversity**
- Week 6: **Representing Sexuality**

SEMESTER BREAK APRIL 2-18

MODULE 3: FORMS AND GENRES

- Week 7: **Quality TV**
- Week 8: **Miniseries**
- Week 9: **Global TV**
- Week 10: **Docuseries and Reality TV**
- Week 11: **Animation**
- Week 12: **Where to from here?**

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 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 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/.

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.

Unit information based on version 2022.02 of the [Handbook](#)