# MMCC1000

# Visual Media and Communications

Session 1, Online-scheduled-weekday 2022

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

# Contents

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# General Information

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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

## ASSESSMENT POLICY

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.**

 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

# Assessment Tasks

| Name | Weighting | Hurdle | Due |
|---|---|---|---|
| Visual Analysis | 40% | No | 27/05/2022 by 18:00 |
| Screening Response | 20% | No | 8/04/2022 by 18:00 |
| Screen tests | 40% | No | 25/03/2022 18:00 and 20/05/2022 18:00 |

## Visual Analysis

Assessment Type [1]: Essay
Indicative Time on Task [2]: 36 hours
Due: **27/05/2022 by 18:00**
Weighting: **40%**

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

## Screening Response

Assessment Type [1]: Report
Indicative Time on Task [2]: 18 hours
Due: **8/04/2022 by 18:00**

Weighting: **20%**

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.

# Screen tests

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 36 hours
Due: **25/03/2022 18:00 and 20/05/2022 18:00**
Weighting: **40%**

There are two tests to be completed across the semester, and each test is worth 20 percent (40 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.

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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

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 Tuesday 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/2022/

# Unit Schedule

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 11-25, 2022.**

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). 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). 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

# 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.