



MMCC6030

Media and Communications: Representations

Session 1, Online-scheduled-weekday 2022

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

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General Information

Unit convenor and teaching staff

Lecturer Convenor

Virginia Madsen

virginia.madsen@mq.edu.au

Contact via Email first. Office 0298502180 or mobile will be available if required

10 Hadenfeld Ave, 10HA 191J

Tuesdays 12 - 2pm after class, or by email appointment

Credit points

10

Prerequisites

Admission to MMediaComm or MCrInd or MIPD

Corequisites

Co-badged status

Unit description

This unit explores the practical and political realities of creative and media production as it applies to fiction, non-fiction, public relations, advertising, journalism, screen, radio, and other sorts of representational strategies. Drawing from the unit title students are exposed to major debates around: 1) the structural elements required to represent reality, both in and off media; 2) the politics of representation as a social practice; 3) the ethics of representing as an individual act; and 4) the unstable nature of representation received, modified, and re-circulated as "renewed reality", especially via private, gated, public and "super-public" spheres.

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: evaluate how media content can be represented across a range of formats, genres, and platforms.

ULO2: apply independent scholarly research to media cases with global/multicultural/transnational foci.

ULO3: communicate and present information in modes suited to a range of audiences, and in a range of text-based and audio-visual media.

ULO4: analyse the political and economic impact of media representations.

General Assessment Information

- All assessment submissions must be done using TurnItIn and Submission site (for media work, audio, video etc) on iLearn (see below information for other media submission types or options). No paper or emailed submissions will be accepted. [iLearn Student Guide on Assignments and Turnitin](#)
- When you are submitting audio or audiovisual media work, still submit a short Abstract/summary with a storyboard or production script via Turnitin, and the media work may be uploaded to iLearn Submission site (or eg in the case of technical problems, provided by other means: ie linked to via online platform, egs SoundCloud, YouTube etc). (See Convenor during semester for all options and make sure you provide correct permissions for teacher to access anything submitted outside of iLearn).
- 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>
- You will need to supply appropriate documentation to your unit convenor for any missed tutorial or lack of pre-tutorial materials (if less than three consecutive days). You will

need to apply for Special Consideration to cover any absences more than three consecutive days.

- [MQ Policy: Academic Honesty Policy](#)

Assessment Tasks

Name	Weighting	Hurdle	Due
Final Project	50%	No	Week 13 - June 5: 23.59
Presentation	30%	No	Live ongoing in class from Wk 4 - submit file 1 week after
Project Proposal	20%	No	April 12: 23.59

Final Project

Assessment Type [1](#): Media presentation

Indicative Time on Task [2](#): 50 hours

Due: **Week 13 - June 5: 23.59**

Weighting: **50%**

Task: Drawing on the ideas that have been investigated through the course of this semester, you will produce an original project that engages with at least one key concept or debate from the unit readings/lectures. When we say “engages with,” we don’t necessarily mean “agrees with.” In your project, you can feel free to question, critique, reframe, expand on, or otherwise interact with ideas from class. Format: Your project can take any form you wish (with Convenor approval): it could be an essay (academic, or directed at a suitable media outlet); a short story; a short video or podcast, a photo text essay series.** We’ll discuss ideal lengths for different formats during tutorials. Regardless of format, you’ll need to ask yourself, questions like: am I interested in creating a project that deals in facts, in fictions, or in a mix of these? Why? - Do I want readers/viewers to perceive my media work or essay work in this project as well researched, reliable, cogently argued etc., or if hard to verify, or using other fictional genres to explore a topic dealing with reality, what am I trying to achieve using these forms? Do I want readers/viewers to experience my narration of reality or ideas as objective, omniscient, personally invested/affected, or something else? Why? **Please be advised that the range of format options above has been provided to allow students across all areas of the department to exercise their existing creative strengths. However, this is NOT a production class, and we do not teach production-oriented skills. If you are in doubt about format, we urge you to choose the essay approach, as it is one most students have encountered in the past. Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate how media content can be represented across a range of formats, genres, and platforms.
- communicate and present information in modes suited to a range of audiences, and in a range of text-based and audio-visual media.

Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 19 hours

Due: **Live ongoing in class from Wk 4 - submit file 1 week after**

Weighting: **30%**

Task: Once this semester, you will be responsible for giving a five minute “provocation presentation”, based on an assigned weekly reading. In this presentation, you will be expected to: introduce and teach your peers one CONCEPT (or argument, or observation) of your choosing, taken from the class readings on offer that week. introduce and detail one CASE STUDY of your choosing that you found to be a useful illustration of the concept (or argument, or observation) you just taught the class about. ? introduce and consider one QUESTION you have, connected to your case study, and/or concept, in a way that invites and encourages class conversation. Refer to iLearn for further information.

On successful completion you will be able to:

- apply independent scholarly research to media cases with global/multicultural/transnational foci.
- analyse the political and economic impact of media representations.

Project Proposal

Assessment Type ¹: Plan

Indicative Time on Task ²: 29 hours

Due: **April 12: 23.59**

Weighting: **20%**

Task: For this assessment, you will provide a written proposal that explains what you are planning to create for your final project in this class (see more on that in Assessment 3.) In class, you will receive a template to guide you as you prepare your proposal. At minimum, your proposal should indicate: - Your desired media format and narrative position for this project. - A detailed description of what you wish to create (i.e. “a ___ about ___”). - A rationale explaining how this project dialogues with issues from class. - A detailed explanation of an objective you

hope achieve with their project, and why (e.g. "I want to teach people about X, because Y," or "I want to show how I felt during X because Y". - An intended timeline for completing your project. Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate how media content can be represented across a range of formats, genres, and platforms.
- communicate and present information in modes suited to a range of audiences, and in a range of text-based and audio-visual media.

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 of unit

This unit will begin in WEEK 2 of the semester (i.e. on Tuesday 1 March 2022). Sessions or classes will be held on Tuesdays, from 10-12pm Australian time with in person delivery on campus and online as a two-hour interactive seminar (with added class times depending on numbers- see iLearn and Timetable updates). The seminar will feature lecture and interactive style material with guided inquiry, presentations, workshops where possible, small group activities and discussions. Classes are held in 10 Hadenfeld Ave, The Futures Lab, unless notified of a change. For all classroom information, please consult the [MQU Timetable](#) Online link for online attendance will be provided. Lecture portions of the class will be recorded for review purposes. Workshops, discussions, or activities may not be recorded (TBA). Slides and or notes to lectures given will usually be posted to iLearn to assist your learning and revision. These will be available by a few days after each class. See Echo block on iLearn for more information about recordings.

Attendance policy

Students are advised that although we will not take attendance in seminar, your assessments require you to be familiar with a range of content and scholarly techniques you probably have not encountered before. This content and techniques will be taught to you during seminars, which means class attendance is mandatory for those wishing to pass the unit. Contact Convenor in case of unavoidable absences. In addition to attendance/reviewing of seminar material you will

be expected to be making headway on your assessment projects. To ensure this is happening and demonstrate your engagement in this unit, we will periodically ask you to share ideas online or in classes or upload written materials (class notes, brainstorming from groups or individual preparation, screenshots from research). This material will not be marked, but will be referenced in the case of students requesting last minute assistance, or disputing marks.

Reading

All required readings are available online via the Leganto system or accessible online, as are most of the recommended readings, or there will be a Link to the Library provided. Each week on iLearn, you'll also receive links to case studies or examples discussed during lecture, or in tutorials (some of these will be on external sites, and may also include podcasts, articles, audiovisual works, but none will have a cost).

Laptop Policy

Please DO bring your own devices for use in class (laptops or tablets + mobile phones). The library has laptops and iPads available for lending if you don't have your own.

<http://www.mq.edu.au/about/campus-services-and-facilities/library/facilities/computer-facilities> and there are other computer labs on campus. Please also bring a pen or pencil and paper or notebook to class.

Other Technology Matters

Students are expected to make use of everyday information technologies to complete their assignments (i.e. Personal Computers, mobile Phones, freely available editing software and online publishing platforms). As this is not a production unit, students should not contact the department's technical staff for equipment or support. Feel free to challenge yourself but work within your technical abilities. Other iCloud software available to the Arts Faculty may also be available for students to use. Check on iLearn.

Recess/Easter period and Study Break

Students are advised that we will NOT physically meet in class the following weeks this semester, although preparation is expected during some of this time:

- Week of 11 April to return Week of April 26

Unit Schedule

Unit schedule will be available to students via iLearn prior to the start of classes and is subject to updates and change.

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.

Changes from Previous Offering

While the content and approach will be similar to the 2020 iteration of this unit, there will be newly introduced lecture material, exercises, case studies, readings and media materials.

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