



MMCC1000

Visual Media and Communications

Session 1, In person-scheduled-weekday, North Ryde 2023

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

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General Information

Unit convenor and teaching staff

Intan Paramaditha

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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.

ULO3: critically review, analyse and synthesise findings.

ULO4: present work in a manner conforming to accepted academic standards in both written and spoken form.

ULO2: explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).

ULO5: appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

General Assessment Information

Special Consideration:

If you experience serious and unavoidable difficulties when assessment tasks are due, you can consider applying for Special Consideration. Please read the information [available here](#) and, if you are eligible, apply via ask.mq.edu.au.

Late 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 written reports and recordings only. **Late submission of time sensitive tasks** (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs **will be addressed by the unit convenor in a Special consideration application.**

Grades:

In line with the Macquarie University Assessment Policy, grades align with the [descriptors available here](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Screening Response	20%	No	11:55pm 7/04/2023
Visual Analysis	40%	No	11:55pm 26/05/2023
Screen tests	40%	No	24/03/2023 18:00 and 19/05/2022 18:00

Screening Response

Assessment Type ¹: Report

Indicative Time on Task ²: 18 hours

Due: **11:55pm 7/04/2023**

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.
- critically review, analyse and synthesise findings.
- present work in a manner conforming to accepted academic standards in both written and spoken form.
- explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).

Visual Analysis

Assessment Type ¹: Essay

Indicative Time on Task ²: 36 hours

Due: **11:55pm 26/05/2023**

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.
- critically review, analyse and synthesise findings.
- present work in a manner conforming to accepted academic standards in both written and spoken form.
- explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).
- appraise issues and debates specific to cultural and social communication practices and their associated philosophical and political underpinnings.

Screen tests

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 36 hours

Due: **24/03/2023 18:00 and 19/05/2022 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.
- present work in a manner conforming to accepted academic standards in both written and spoken form.
- explain the politicised aspects of visual media and concepts in terms of both production and content (as discourses, texts, lived realities).

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 live every Tuesday, 12:00 pm - 1:00 pm at 21 Wally's Walk, Macquarie Theatre, and they are recorded via the Echo360 platform. 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/2023/>

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

Week 7 -11 lectures will focus on visual media analysis in social media and online environments. Please see iLearn for details.

Week 12: **No Classes**

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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

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.