MMCC1110

Media Technologies

Session 2, In person-scheduled-weekday, North Ryde 2023

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

Contents

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General Information

Unit convenor and teaching staff
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By appointment

Co-convenor
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Credit points
10

Prerequisites

Corequisites

Co-badged status

Unit description
At work and in our personal lives we navigate complex, ever-changing digital technologies, each with their own affordances, cultural norms, and potential hazards. This unit introduces students to key ideas and contemporary debates in digital media studies. We pose questions about the history of technological change, how we create and consume digital media, what happens to our online information, and the promises and risks related to new technologies. Through class discussions, key texts, multimedia, and lecture content, students have the opportunity to engage with topics such as online identity, artificial intelligence, digital labour, participatory culture, activism, digital games, and surveillance. Through these prisms, students will develop capacities to critically assess how technologies are shaped and how they shape us. Additionally, students will undertake self-directed research involving hands-on digital media production. The unit explores innovative digital media forms and practices.

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 relationships between technology, media practices, and cultures.

ULO2: evaluate critical debates and apply media studies theories.

ULO3: assess the historical and technological development of present-day media forms.

ULO4: formulate arguments and creative works based on appropriate research and academic sources.

ULO5: demonstrate academic communication and disciplinary knowledge skills in different media and genres.

General Assessment Information

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****.*

Assessment Tasks

Name	Weighting	Hurdle	Due
Media Presentation	40%	No	23:55 29/10/2023
Literature Review	30%	No	23:55 10/09/2023
Quiz	20%	No	17:00 27/08/2023; 17:00 22/10/2023
Participatory Task	10%	No	Ongoing

Media Presentation

Assessment Type [1]: Media presentation
Indicative Time on Task [2]: 35 hours
Due: **23:55 29/10/2023**
Weighting: **40%**

Students will undertake a research project relating academic theory to a case study. They will,

then, record a presentation involving audio and/or visual material. Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate relationships between technology, media practices, and cultures.
- formulate arguments and creative works based on appropriate research and academic sources.
- demonstrate academic communication and disciplinary knowledge skills in different media and genres.

Literature Review

Assessment Type [1]: Literature review
Indicative Time on Task [2]: 30 hours
Due: **23:55 10/09/2023**
Weighting: **30%**

Students will write a literature review on a topic that is relevant to the class. Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate critical debates and apply media studies theories.
- demonstrate academic communication and disciplinary knowledge skills in different media and genres.

Quiz

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 20 hours
Due: **17:00 27/08/2023; 17:00 22/10/2023**
Weighting: **20%**

The content of quizzes will relate to readings and lectures undertaken in the unit. Refer to iLearn for further information.

On successful completion you will be able to:

- assess the historical and technological development of present-day media forms.

Participatory Task

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 10 hours
Due: **Ongoing**
Weighting: **10%**

Students will complete a series of low-stakes assessment tasks that are scheduled throughout the session. Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate relationships between technology, media practices, and cultures.
- evaluate critical debates and apply media studies theories.

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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

This unit comprises of a weekly lecture and a weekly tutorial. It is strongly advised that you familiarise yourself with lecture content prior to the tutorials. We will also set weekly preparation and reading tasks to support your learning. Core unit readings can be found on Leganto.

Lecture and tutorial classes start in week 1.

Unit Schedule

Topics to be covered include the 'attention economy', work and automation, user interfaces, algorithms and data, from a media studies perspective. More details will be provided in the unit iLearn page.

The lecture and tutorials begin in week one.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policie

s.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 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.