



MMCC3016

Media Ethics

Session 2, 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

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Credit points

10

Prerequisites

130cp at 1000 level or above

Corequisites

Co-badged status

Unit description

This unit is about the ways in which various narratives are ethically produced, disseminated and represented by the media. As such, it links the skills, knowledge and insights students have gained from various Media courses to relevant future pathways. Questions that this unit will ask include: how are media debates ethically conceived and represented? What are the ethical implications of un-sourced media narratives? How does the media therefore construct and shape culture, society and individuals? The unit will draw on a number of media theories, ethical and practical approaches, as well as previous course content and knowledge to debate the role of the media in shaping public opinion, and ethical decision-making around various narratives, including news stories, and social perceptions. In other words, how are we influenced by media in relation to ethical decision-making more generally?

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: analyse and evaluate contemporary ethical debates around global media production, consumption, distribution, and re-circulation.

ULO2: communicate the debates and issues around 'media ethics' in a way that encourages group learning, deliberation and discussion.

ULO3: produce media that delivers an ethics-related argument.

ULO4: synthesise, analyse and reflect on how to ethically shape media content, or consume media representations in future employment and daily life.

General Assessment Information

Late Assessment Submission Policy

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
Provocation Presentation	50%	No	throughout weeks 5-11, in class
Intellectual Autobiography	50%	No	Friday 09/08/28 by 23:55 pm

Provocation Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 45 hours

Due: **throughout weeks 5-11, in class**

Weighting: **50%**

Students are required to give a "provocation presentation" to classmates, based on a particular reading. Presentations will be recorded. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and evaluate contemporary ethical debates around global media production, consumption, distribution, and re-circulation.
- communicate the debates and issues around 'media ethics' in a way that encourages group learning, deliberation and discussion.
- synthesise, analyse and reflect on how to ethically shape media content, or consume media representations in future employment and daily life.

Intellectual Autobiography

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 53 hours

Due: **Friday 09/08/28 by 23:55 pm**

Weighting: **50%**

For this assessment, students are required to develop a clear, exciting and creative response to one of the most commonly asked questions in employment and postgraduate interviews: “So, tell me about yourself.” In keeping with the class theme of ethics, the goal is to truthfully communicate interests and values in such a way that your reader/viewer is inspired to view the student as a future professional. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse and evaluate contemporary ethical debates around global media production, consumption, distribution, and re-circulation.
- communicate the debates and issues around 'media ethics' in a way that encourages group learning, deliberation and discussion.
- produce media that delivers an ethics-related argument.
- synthesise, analyse and reflect on how to ethically shape media content, or consume media representations in future employment and daily life.

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

CLASSES WILL BE VIDEO ONLY FOR WEEK 1

- IMPORTANT: No tutorial attendance for week 1, you do have mandatory video lectures to watch at home.
 - Week 1 videos cover class policies and assessments and can be found on Echo360.
 - IMPORTANT: Please note that during tutorials on week 2, we will be diving right into assigning groups for presentations. If have not watched the Week 1 video called “Your Assessments” by that time, it will be quite obvious to your groupmates, which may cause you embarrassment. Please watch the video!

STUDENTS MUST BE REGISTERED IN A TUTORIAL SECTION BY WEEK 1

- IMPORTANT: Students must formally register for a tutorial section in this unit.
 - All students will be expected to have registered for a tutorial section by Week 1 of classes.
 - Students who register late for this unit will be expected to register for a tutorial section at the same time they register for the unit lecture section.
 - Please note: We use tutorial registration data to assign you a class presentation group during Week 2. If you fail to register for a tutorial section, you will not be assigned a group to deliver your individual talk (Assessment 2), and risk failing the unit.

Weekly Schedule:

- Weekly schedule can be seen at this link: https://z9bcp7k.sharing.bublup.com/ui/landing_page?item_id=001-i-bb038e8c-621b-4175-b98b-fa64c461f56a

Class Structure:

- This unit will be delivered as one hour lecture with one-hour interactive seminar. It will combine lecture-style material with guided inquiry, production tasks, writing workshops, small group activities and discussions.
- For current updates, classrooms and times please consult the MQU Timetables website: <http://www.timetables.mq.edu.au>

Class Lectures

- Lectures begin WEEK 1 in VIDEO format. They can be watched at home.

- All lectures can be accessed as recordings via [Echo 360](#), along with PDFs of slides used.
- You are expected to have watched lectures prior to your tutorial attendance.

Class Tutorials

- Tutorials begin in WEEK 2 of classes.
- Your attendance is expected but ungraded, with the exception of your class presentation day.
- This semester, students will attend tutorials either on campus or off-campus (via Zoom). You can find Zoom links at the very top of your iLearn site.
- Tutorials will vary, but almost always will involve workshops connected to assessments, student presentations, and discussions of the readings. Students will be expected to demonstrate they are prepared for to work together for the day by reading, and (when requested) bringing in draft versions of work for peer review.
- If you miss a tutorial, you can catch up by watching a recording. Links to recordings can be found on [Echo 360](#).
- Each student is required to deliver one assessed class presentation during tutorial time this semester. You can find a schedule of presentation times at the link below. Please note: the schedule will not be posted until Week 2 of classes. Presentations will begin Week 5 of classes.

Laptop Policy & Technology Matters

- We believe in using technology in learning environments. Please DO bring your laptop and/or tablet to class to work. Please be advised that working on mobile phones is far less optimal, because screen size hinders reading and creative production. The library has laptops and iPads available for lending if you don't have your own.
- Please also bring a pen or pencil and paper to class.
- 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.

Unit Schedule

Weekly schedule can be seen at this link: https://z9bcp7k.sharing.bublup.com/ui/landing_page?item_id=001-i-bb038e8c-621b-4175-b98b-fa64c461f56a

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.

Unit information based on version 2023.01R of the [Handbook](#)