



MMCC6010

Media and Communications: Creative Contexts

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

Convenor, lecturer, and tutor

Yuji Sone

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Contact via Contact via 9850 2168

10HA, Room 165F

By appointment

Credit points

10

Prerequisites

Admission to MCrInd or MMediaComm

Corequisites

Co-badged status

Unit description

This unit explores the role of, and interrelationship between, the media and the creative and entertainment industries in shaping socio-cultural and individual identities. Arts policy and funding, and the role of the artist or 'creative' in contributing to an Australian national identity and economic growth is also situated in an increasingly globalized context.

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: demonstrate advanced disciplinary knowledge, scholarly understanding, and specialised subject content in contemporary media and creative industries.

ULO2: identify the economic and socio-cultural contexts within which the media and creative industries operate.

ULO3: examine the global influences on media and creative industries practices in Australia.

ULO4: analyse and communicate the issues and debates relating to the media, creative

and cultural industries.

General Assessment Information

Late Assessment Submission 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 non-timed sensitive assessment (incl essays, reports, posters, portfolios, journals, recordings etc). **Late submission of time sensitive tasks** (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs etc) **will only be addressed by the unit convenor in a Special consideration application. Special Consideration outcome may result in a new question or topic.**

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>

Attendance and Participation:

Students are expected to view all lectures for MMCC6010. Lectures are not optional: they are a central component of meeting the learning outcomes in this unit, and deliver important content that is directly assessed. Students who elect to not view lectures will miss out on important unit content, and do so at their own risk.

Students are expected to attend all seminars/tutorials for MMCC6010. Seminars/tutorials are not optional: they deliver important content and are a central component of meeting the learning outcomes in this unit. Seminar/tutorial discussions provide an environment where students can discuss ideas and learn from each other, building important networks and group work skills. In tutorials, you will also have the opportunity to ask for assistance from your tutor, and receive informal feedback on work in progress. Students who do not attend seminars/tutorials will miss out on important unit content and learning activities, and do so at their own risk.

Independent Work:

MMCC6010 students will need to do their own reading of relevant texts or online materials outside class time.

Group Exercises:

Students are expected to work in groups for tutorials. Students in this unit must be willing to work within a group and to assume responsibility for the group's progress.

Assessment Tasks

Name	Weighting	Hurdle	Due
Process Journal	40%	No	23.55 10/09/2023
Pitch Presentation	60%	No	23.55 29/10/2023

Process Journal

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 45 hours

Due: **23.55 10/09/2023**

Weighting: **40%**

Students are expected to keep a weekly process journal. This journal will document their engagement with the course material and learning activities in the weekly seminars as well as their independent research. Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate advanced disciplinary knowledge, scholarly understanding, and specialised subject content in contemporary media and creative industries.
- identify the economic and socio-cultural contexts within which the media and creative industries operate.

Pitch Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 53 hours

Due: **23.55 29/10/2023**

Weighting: **60%**

Students working in groups conceive of a possible work, product, or project of the media or creative industries that suggests an innovative way to embrace, critique, or appropriate the globalisation phenomenon for a local or international context. Each student's individual pitch presentation (recorded via Zoom or Echo360) should be accompanied by an original proposal that is contextualised in a multimodal format that includes writing, visual, audio, and/or online platform. Refer to iLearn for further information.

On successful completion you will be able to:

- demonstrate advanced disciplinary knowledge, scholarly understanding, and specialised subject content in contemporary media and creative industries.
- examine the global influences on media and creative industries practices in Australia.
- analyse and communicate the issues and debates relating to the media, creative and cultural industries.

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

Lectures are delivered simultaneously on campus and online. A recorded version of in-person lectures will be made available for viewing online on the same day.

Tutorials are delivered on campus (for in-person enrolments) and via Zoom (for online enrolments).

*MMCC6010 lectures and tutorial classes will start in Week 2.

*Unit readings will be available on Leganto.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.s.mq.edu.au\)](https://policies.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 \(https://students.mq.edu.au/support/study/policies\)](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.