



MMCC6030

Media and Communications: Representations

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

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

Wednesdays 1 - 3pm after class, or by email appointment

Sarah Keith

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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 (text based) and the relevant clearly identified iLearn submission section (for media work, audio, video etc). Provide correct permissions for teacher to access anything submitted outside of iLearn. See information on iLearn for other media submission types or options where technical difficulties arise. In general paper or emailed submissions will not be accepted. [iLearn Student Guide on Assignments and Turnitin](#)
- **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 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.*
- [MQ Policy: Academic Honesty Policy](#)

Assessment Tasks

Name	Weighting	Hurdle	Due
Final Project	50%	No	05/06/23: 23.55
Project Proposal	20%	No	24/04/23: 23.55
Presentation	30%	No	Live/video in class Wk4 - Wk10: submit 1 week after to May17

Final Project

Assessment Type ¹: Media presentation

Indicative Time on Task ²: 50 hours

Due: **05/06/23: 23.55**

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.

Project Proposal

Assessment Type ¹: Plan

Indicative Time on Task ²: 29 hours

Due: **24/04/23: 23.55**

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.

Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 19 hours

Due: **Live/video in class Wk4 - Wk10: submit 1 week after to May17**

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.

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 Wednesday 1 March 2023). Sessions or classes will be held on Wednesdays, from 10-12pm Australian time with in person delivery on campus and online as a two-hour interactive seminar (same time as in person class or with added class times depending on numbers - see iLearn and Timetable updates). The seminar features illustrated lectures and interactive style material with guided inquiry, presentations, workshops where possible, small group activities and discussions. Classes are held in 10 HA Room 211 (Hadenfeld Ave Building), 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 usually be available 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 will be available online and most accessed via the Leganto system or library link. Recommended readings will also usually have 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). It is your responsibility to check these and be enriched through reading/watching/listening etc.

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. The Convenor will update you on iLearn.

Recess/Easter period and Study Break

Students are advised that we will NOT physically meet in class during the Easter and following week's break, although preparation is expected during some of this time. The Convenor will be available in these weeks by appointment only.

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 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.

Changes from Previous Offering

While the content and approach will be similar to the 2022 iteration of this unit, there will be newly introduced lecture material, exercises, case studies, readings and media materials: this unit endeavours to include recent and highly relevant examples of media representation engaging with key themes covered, plus the technologies, forms, platforms, organizations and key figures/players etc., and as these change and transform. Media material, forms and applications, plus critical and creative ideas which engage with representational strategies and effects/affects will also be grounded in informed and rigorous scholarship or practice. These examples and critical materials will also be drawn from a wide range of sites and disciplinary sources as the unit endeavours to be international in scope and relevance, although English language sources will predominate. Students are encouraged to reflect on and engage with international material relevant to the themes of media representation and bring to class informed commentaries drawing on their 'home' countries mediaspheres or other representations from the global and transnational mediascape (where this is of interest or significance and these can be conveyed to the class as valuable casestudies or contributions).