



# MMCC1040

## Introduction to Media and Mass Communications

Session 2, Online-scheduled-weekday 2024

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

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Convenor, Lecturer, Tutor

Jillian Kramer

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Contact via Email

25WW B442

Please see ilearn

Tutor

Dr. Anthony Lambert

Tutor

Mathias Felipe de Lima Santos

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

Introduction to media and communications addresses the major transformations and continuities in the media and communications environment. Students learn foundational frameworks that will help them gain a deeper understanding of rapidly changing media industries and practices. Through interdisciplinary, international, and historical frameworks, this unit explores a range of media forms from print, photography, cinema, and broadcast media, to digital technologies and practices. Through the analysis of mediated communications and media change, students develop knowledge of the structures of power that inform complex relationships between audiences and producers. Interrogating the role of media in everyday life, in both local and global contexts, the course offers a vital introduction to media and communications studies.

## 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 how media and communication is shaped by and shapes social, cultural, historical, political and economic processes.

**ULO2:** evaluate and distinguish between foundational frameworks and approaches to media audiences, technologies, industries, and practices.

**ULO3:** prepare independent academic research in the field.

**ULO4:** communicate disciplinary knowledge using appropriate academic discourses.

**ULO5:** analyse contemporary ethical implications of media and communications representations.

## General Assessment Information

### 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.

### 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](http://ask.mq.edu.au).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">iLearn Quizzes</a>	20%	No	Week 6 & Week 11
<a href="#">Poster</a>	30%	No	26/08/2024, 11:55pm
<a href="#">Major Research Essay</a>	50%	No	25/10/2024, 11:55pm

### iLearn Quizzes

Assessment Type <sup>1</sup>: Quiz/Test

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **Week 6 & Week 11**

Weighting: **20%**

Students will complete quizzes during the session that engage with the unit materials and themes. Refer to ilearn for further information.

On successful completion you will be able to:

- analyse how media and communication is shaped by and shapes social, cultural, historical, political and economic processes.
- evaluate and distinguish between foundational frameworks and approaches to media audiences, technologies, industries, and practices.
- analyse contemporary ethical implications of media and communications representations.

## Poster

Assessment Type **1**: Poster

Indicative Time on Task **2**: 35 hours

Due: **26/08/2024, 11:55pm**

Weighting: **30%**

Students are required to use media in a creative and analytic format to present their understanding of a complex concept/theory. Refer to ilearn for further information.

On successful completion you will be able to:

- analyse how media and communication is shaped by and shapes social, cultural, historical, political and economic processes.
- evaluate and distinguish between foundational frameworks and approaches to media audiences, technologies, industries, and practices.
- prepare independent academic research in the field.
- communicate disciplinary knowledge using appropriate academic discourses.
- analyse contemporary ethical implications of media and communications representations.

## Major Research Essay

Assessment Type **1**: Essay

Indicative Time on Task <sup>2</sup>: 55 hours

Due: **25/10/2024, 11:55pm**

Weighting: **50%**

Students select an essay question and are required to research and use academic sources to support their written argument. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse how media and communication is shaped by and shapes social, cultural, historical, political and economic processes.
- evaluate and distinguish between foundational frameworks and approaches to media audiences, technologies, industries, and practices.
- prepare independent academic research in the field.
- communicate disciplinary knowledge using appropriate academic discourses.
- analyse contemporary ethical implications of media and communications representations.

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<sup>1</sup> 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.

<sup>2</sup> 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**

### **Unit Delivery:**

- Lectures: lectures will take place in person and be streamed via echo. Please check ilearn for the schedule. **Lectures start in week one.**
- Tutorials: tutorials will be offered both in-person and via zoom. It is strongly recommended that students attend all tutorials in order to engage with unit concepts, discuss upcoming assessments and share questions. **Tutorials start in week one.**

### **Unit Resources:**

- Readings: students are required to complete the weekly readings. The readings will be available via Leganto links in ilearn.

- Assessments: students will be required to complete assessments using their own equipment (including phones and/or computers).

## 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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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 2024.03 of the [Handbook](#)