MMCC2015

Media Theory in Practice

Session 2, Online-scheduled-weekday 2024

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

Contents

General Information

Unit convenor and teaching staff
Convener and Lecturer
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Contact via Email
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Please email for an appointment

Credit points
10

Prerequisites
40cp at 1000 level or above

Corequisites

Co-badged status

Unit description
This unit introduces students to some of the major key thinkers and movements (including marxism, psychoanalysis, feminism, structuralism, deconstruction, post-colonialism, ecocriticism, etc.), that have framed, and continue to frame, the way we understand the production and consumption of media, its meaning and its affect. Applying key conceptual models and critical approaches to media texts, students will develop an understanding of the way media practices and consumption (in)form our everyday lives.

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:** identify a range of theories that frame our encounters with media texts and practices.

> **ULO2:** evaluate the key issues in a wide and far ranging theoretical, historical and cultural debate about media texts and practices.

> **ULO3:** analyse different media texts using different theories.

> **ULO4:** synthesise and communicate concisely key media concepts and movements in

written and oral form.

General Assessment Information

Assignment Submission

All written work for the unit should be submitted via the appropriate Turnitin link in ilearn. Students must ensure that they upload the correct file**.** Be sure to keep a copy of all your work. Keep these copies until the unit is over and you have received your final grade from the University.

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 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**.

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

Assessment Grades: Work submitted for this unit will be graded according to the standards outlined in the following table**.**

Grade	Range	Status	Description
HD	85-100	Pass	Provides consistent evidence of deep and critical understanding in relation to the learning outcomes. There is substantial originality, insight or creativity in identifying, generating and communicating competing arguments, perspectives or problem solving approaches; critical evaluation of problems, their solutions and their implications; creativity in application as appropriate to the program.
D	75-84	Pass	Provides evidence of integration and evaluation of critical ideas, principles and theories, distinctive insight and ability in applying relevant skills and concepts in relation to learning outcomes. There is demonstration of frequent originality or creativity in defining and analysing issues or problems and providing solutions; and the use of means of communication appropriate to the program and the audience.

CR	65-74	Pass	Provides evidence of learning that goes beyond replication of content knowledge or skills relevant to the learning outcomes. There is demonstration of substantial understanding of fundamental concepts in the field of study and the ability to apply these concepts in a variety of contexts; convincing argumentation with appropriate coherent justification; communication of ideas fluently and clearly in terms of the conventions of the program.
P	50-64	Pass	Provides sufficient evidence of the achievement of learning outcomes. There is demonstration of understanding and application of fundamental concepts of the program; routine argumentation with acceptable justification; communication of information and ideas adequately in terms of the conventions of the program. The learning attainment is considered satisfactory or adequate or competent or capable in relation to the specified outcomes.
F	0-49	Fail	Does not provide evidence of attainment of learning outcomes. There is missing or partial or superficial or faulty understanding and application of the fundamental concepts in the field of study; missing, undeveloped, inappropriate or confusing argumentation; incomplete, confusing or lacking communication of ideas in ways that give little attention to the conventions of the program.

Assessment Tasks

Name	Weighting	Hurdle	Due
Theoretical Foundation Essay	20%	No	2024-09-01
Multiple Choice Quizzes	30%	No	Week 7 and Week 13
Research Essay	50%	No	2024-10-25

Theoretical Foundation Essay

Assessment Type [1]: Essay
Indicative Time on Task [2]: 24 hours
Due: **2024-09-01**
Weighting: **20%**

Students will analyse a set text through one of the foundational media/cultural theories.The set texts for each theory will be made available through Ilearn during the first weeks of semester. In this essay students will be assessed on their critical engagement with unit and individually researched reading material, their undertaking of the task, their knowledge of theory, their critical and relational thinking and their use of academic writing conventions like structure, academic english and referencing. Minimum Research Requirement: At least two unit readings from the relevant week plus at least two other relevant and appropriate academic publications. Refer to iLearn for further information.

On successful completion you will be able to:

- identify a range of theories that frame our encounters with media texts and practices.

- evaluate the key issues in a wide and far ranging theoretical, historical and cultural debate about media texts and practices.

- analyse different media texts using different theories.

- synthesise and communicate concisely key media concepts and movements in written and oral form.

Multiple Choice Quizzes

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 24 hours
Due: **Week 7 and Week 13**
Weighting: **30%**

Two online multiple-choice quizzes. Questions will test knowledge of the key concepts of particular theory in specified weeks. Refer to iLearn for further information.

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- analyse different media texts using different theories.

Research Essay

Assessment Type [1]: Essay
Indicative Time on Task [2]: 52 hours
Due: **2024-10-25**
Weighting: **50%**

Students will analyse a pair of set texts through a specified theory.As with essay one, the set texts will be circulated via iLearn during the semester. In this essay students will be assessed on their critical engagement with the unit and individually researched reading material, their undertaking of the task, their knowledge of theory, their critical and relational thinking and their use of academic writing conventions like structure, academic english and referencing. Minimum Research Requirement: At least three unit readings from the relevant week plus at least three other relevant and appropriate academic publications. Refer to iLearn for further information.

On successful completion you will be able to:

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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

Lectures will be delivered live in person (Tuesday 11am, 17WW G25 Lecture theatre) and live streamed via zoom The lecture recordings will be posted in ilearn and can be watched via the Echo360 block. Tutorials will be held at various times from Wednesday afternoon until Thursday afternoon. Please check the MQ timetable as the schedule and room allocation may change.

Tutorials for this unit begin in Week 2.

The MMCC2015 unit readings will be available via the Leganto link in ilearn.

Unit Schedule

Introduction

1 -- *Doing Theory*: How do we do theory? What does theory do to us?

Part One: Theoretical foundations

2 -- *Scientists of the text*: Structuralism

3 -- *Media & Society*: Marxism

4 -- *Reading the Repressed*: Psychoanalysis

5 -- *Media and the Other*: Feminism

Part Two: Developments & branches

6 -- *Distracting Distractions*: Mass Culture Theory

7 -- *Return of the reader*: Reader-response Theory

8 -- *The Empire Writes Back*: Postcolonial Theory

Part Three: Contemporary Concerns

9 -- *Thinking Like a Mountain*: Ecocriticism

10 -- *How Ought We to Live?* Ethical Theory

11 -- *All in the Mind?* Cognitive Media Theory

Please Note: full details of all the weekly readings are available in iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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). 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 an d maths support, academic skills development and wellbeing consultations.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://stu dents.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 2024.01R of the Handbook