MMCC3016

Media Ethics

Session 2, In person-scheduled-weekday, North Ryde 2024

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

Contents

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General Information

Unit convenor and teaching staff
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Co-Convenor
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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 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.

Assessment Tasks

Name	Weighting	Hurdle	Due
Engagement	30%	No	02/08/2024, 11:55pm & 23/08/2024, 11:55pm
Presentation	30%	No	Ongoing through weeks 6 - 9.
Case Study	40%	No	01/11/2024, 11:55pm

Engagement

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 29 hours
Due: **02/08/2024, 11:55pm & 23/08/2024, 11:55pm**

Weighting: **30%**

Students are required to demonstrate their engagement with unit content throughout the semester. Please see 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.
- synthesise, analyse and reflect on how to ethically shape media content, or consume media representations in future employment and daily life.

Presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 29 hours
Due: **Ongoing through weeks 6 - 9.**
Weighting: **30%**

Students will work in groups to develop and deliver a presentation that responds to specific prompts. Please see 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.

Case Study

Assessment Type [1]: Essay
Indicative Time on Task [2]: 40 hours
Due: **01/11/2024, 11:55pm**
Weighting: **40%**

Students are required to demonstrate their research, writing and analytical skills by engaging

with contemporary ethical debates around media. Please see 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.
- 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.

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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

Unit Delivery:

- Lectures: lectures will take place online via zoom at the scheduled time. Please check ilearn for the link and 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 two.**

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). 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 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 2024.02 of the Handbook