



MMCC6020

Media and Communications: Technologies

Session 1, Online-scheduled-weekday 2024

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

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General Information

Unit convenor and teaching staff

Convener

Tai Neilson

tai.neilson@mq.edu.au

Contact via Email

193F, 10HA

By appointment

Credit points

10

Prerequisites

Admission into MCrInd or MMediaComm

Corequisites

Co-badged status

Unit description

This unit is intended to develop foundational knowledge and skills in the field of media communications and is designed for students from a range of backgrounds and skill levels. The unit introduces students to key theories and contemporary debates that animate the study of digital media and communications. We pose questions about the history of technological change, how we create and consume digital media, what happens to our online information, and the promises and risks related to new technologies. In class discussions, key texts, multimedia, and lecture content, students have the opportunity to engage with topics at the leading-edge of media studies. Students will develop capacities to analyse and critically assess how technologies are shaped and how they shape us. Additionally, students will undertake self-directed research involving hands-on digital media production. The unit provides a critical foundation for students pursuing postgraduate research in the area of media and communications with an emphasis on innovative digital media forms and practices.

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 relationships between technology, media practices, and cultures.

ULO2: analyse critical debates and apply media studies theories.

ULO3: assess the historical and technological development of present-day media forms.

ULO4: formulate arguments and creative works based on appropriate research and academic sources.

ULO5: demonstrate academic communication skills in different media and genres.

General Assessment Information

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.**

Assessment Tasks

Name	Weighting	Hurdle	Due
Portfolio of Reading Responses and Analytic Tasks 2	30%	No	23:55 12/04/2024
Portfolio of Reading Responses and Analytic Tasks 1	30%	No	23:55 17/05/2024
Media presentation	40%	No	23:55 31/05/2024

Portfolio of Reading Responses and Analytic Tasks 2

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 30 hours

Due: **23:55 12/04/2024**

Weighting: **30%**

Students will submit a portfolio comprised of a set of low stakes reading responses and/or a range of specified research, analysis and preparatory tasks.

On successful completion you will be able to:

- evaluate relationships between technology, media practices, and cultures.
- analyse critical debates and apply media studies theories.
- assess the historical and technological development of present-day media forms.
- formulate arguments and creative works based on appropriate research and academic sources.
- demonstrate academic communication skills in different media and genres.

Portfolio of Reading Responses and Analytic Tasks 1

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 30 hours

Due: **23:55 17/05/2024**

Weighting: **30%**

Students will submit a portfolio comprised of a set of low stakes reading responses and/or a range of specified research, analysis and preparatory tasks.

On successful completion you will be able to:

- evaluate relationships between technology, media practices, and cultures.
- analyse critical debates and apply media studies theories.
- assess the historical and technological development of present-day media forms.
- formulate arguments and creative works based on appropriate research and academic sources.
- demonstrate academic communication skills in different media and genres.

Media presentation

Assessment Type ¹: Media presentation

Indicative Time on Task ²: 40 hours

Due: **23:55 31/05/2024**

Weighting: **40%**

Students will undertake a research project relating academic theory and research to a specific case study. They will then record a presentation involving audio and/or visual material. The presentation can also involve a creative use of media. Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate relationships between technology, media practices, and cultures.
 - analyse critical debates and apply media studies theories.
 - formulate arguments and creative works based on appropriate research and academic sources.
 - demonstrate academic communication skills in different media and genres.
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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

SEMINARS

The class consists of weekly, two-hour, interactive seminars that will combine seminar-style discussions, in class activities, and workshops. Classes are not recorded, so it is your responsibility to attend and take notes.

PREPARATION

You should read and take notes on the required readings for the week prior to attending the seminar. You can access the class readings on Leganto. We will read Kate Crawford's book *Atlas of AI* throughout the semester with additional readings listed in Leganto. *Atlas of AI* is available as an ebook through the MQ library, but you may also want to purchase a personal copy.

- <http://libguides.mq.edu.au/leganto>
- <https://yalebooks.yale.edu/book/9780300209570/atlas-ai/>

Students will be given **preparation tasks** to complete prior to each seminar. Please see iLearn for additional information.

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.

Unit information based on version 2024.01R of the [Handbook](#)