MMCC8043

Writing the Real

Session 1, Online-scheduled-weekday 2024

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

Contents

Disclaimer

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General Information

Unit convenor and teaching staff
Co-Convenor
Professor John Potts
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Co-Convenor
Professor Nicole Anderson
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Credit points
10

Prerequisites
Admission to MMediaComm or MCrInd

Corequisites

Co-badged status

Unit description
Media narratives engage and inform audiences through a mixture of textual and audio-visual components. This unit will explore the world of multiplatform media, with an emphasis on how the writing of media stories involves adapting content to suit the specific requirements of each platform. Through a combination of understanding key concepts and tools, techniques and practice, students will develop the skills necessary to not only analyse multiplatform media but write engaging and impactful media stories.

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 multiplatform media strategies
>
>   **ULO2:** Explore multiplatform narrative and representation
>
>   **ULO3:** Write for multiplatform media
>
>   **ULO4:** Appraise visual, audio and interactive elements in media projects
>
>   **ULO5:** Collaborate and work solo on multiplatform projects

ULO6: Evaluate how platforms influence multimodal content

General Assessment Information

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.

Assessment Tasks

Name	Weighting	Hurdle	Due
Proposal	30%	No	22/03/2024 11.55pm
Progress presentation	10%	No	In class Week 8
Media project	60%	No	In class Weeks 10-11

Proposal

Assessment Type [1]: Plan
Indicative Time on Task [2]: 15 hours
Due: **22/03/2024 11.55pm**
Weighting: **30%**

Students will submit a plan for the final project. The plan will address multimodal dimensions and formats of non-fiction media, as well as production methodologies and approaches. The plan will also include a timeline and an annotated bibliography of sources relevant to the project.

On successful completion you will be able to:

- Analyse multiplatform media strategies
- Write for multiplatform media
- Appraise visual, audio and interactive elements in media projects
- Collaborate and work solo on multiplatform projects
- Evaluate how platforms influence multimodal content

Progress presentation

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 5 hours
Due: **In class Week 8**
Weighting: **10%**

Students will present on their progress towards the project in order to receive formative feedback.

On successful completion you will be able to:

- Analyse multiplatform media strategies
- Appraise visual, audio and interactive elements in media projects
- Collaborate and work solo on multiplatform projects

Media project

Assessment Type [1]: Project
Indicative Time on Task [2]: 60 hours
Due: **In class Weeks 10-11**
Weighting: **60%**

Students will produce and submit a realised version of the project outlined in their proposal, using video, audio or text; or any combination of these media.

On successful completion you will be able to:

- Analyse multiplatform media strategies
- Explore multiplatform narrative and representation
- Write for multiplatform media
- Appraise visual, audio and interactive elements in media projects
- Collaborate and work solo on multiplatform projects
- Evaluate how platforms influence multimodal content

[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

Essential Readings

Essential readings are available via Leganto on iLearn

Unit Schedule

A detailed unit schedule is available on 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 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 2024.03 of the Handbook