



# MMCC8011

## Contemporary Issues in Global Media

Session 1, In person-scheduled-weekday, North Ryde 2025

*School of Communication, Society and Culture*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

John Potts

[john.potts@mq.edu.au](mailto:john.potts@mq.edu.au)

Credit points

10

Prerequisites

Admission to MMediaComm or MCrInd

Corequisites

Co-badged status

Unit description

This course canvasses several of the most compelling and contentious issues in global media. With a focus on how developments in media and communication technologies reframe social, cultural, political and economic phenomena, this unit surveys key historical developments to better appreciate and understand contemporary issues in global media.

## 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:** Explain the underlying theories and concepts that shape contemporary global media issues, demonstrating comprehension of how these factors influence media production, distribution, and consumption on a global scale.

**ULO2:** Analyse and assess the impact of contemporary global media issues on various societal, cultural, economic, and political contexts worldwide, applying theoretical frameworks to real-world case studies or examples.

**ULO3:** Critically evaluate the ethical implications and challenges posed by contemporary global media issues, considering diverse perspectives and proposing solutions or strategies to address these challenges in a global media landscape.

**ULO4:** Communicate complex ideas effectively through various media formats. Develop strong presentation skills, both in written and oral forms, enabling the articulation of

creative concepts and project outcomes to diverse audiences.

## 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
<a href="#">Minor Essay</a>	30%	No	28/4/2025
<a href="#">Major Essay</a>	50%	No	9/6/2025
<a href="#">Seminar Presentation</a>	20%	No	21-28/5/2025

### Minor Essay

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **28/4/2025**

Weighting: **30%**

Students will write a short essay. Please see iLearn for details.

On successful completion you will be able to:

- Explain the underlying theories and concepts that shape contemporary global media issues, demonstrating comprehension of how these factors influence media production, distribution, and consumption on a global scale.

- Analyse and assess the impact of contemporary global media issues on various societal, cultural, economic, and political contexts worldwide, applying theoretical frameworks to real-world case studies or examples.
- Critically evaluate the ethical implications and challenges posed by contemporary global media issues, considering diverse perspectives and proposing solutions or strategies to address these challenges in a global media landscape.
- Communicate complex ideas effectively through various media formats. Develop strong presentation skills, both in written and oral forms, enabling the articulation of creative concepts and project outcomes to diverse audiences.

## Major Essay

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 50 hours

Due: **9/6/2025**

Weighting: **50%**

Students will write a major research essay. Please see iLearn for details.

On successful completion you will be able to:

- Explain the underlying theories and concepts that shape contemporary global media issues, demonstrating comprehension of how these factors influence media production, distribution, and consumption on a global scale.
- Analyse and assess the impact of contemporary global media issues on various societal, cultural, economic, and political contexts worldwide, applying theoretical frameworks to real-world case studies or examples.
- Critically evaluate the ethical implications and challenges posed by contemporary global media issues, considering diverse perspectives and proposing solutions or strategies to address these challenges in a global media landscape.
- Communicate complex ideas effectively through various media formats. Develop strong presentation skills, both in written and oral forms, enabling the articulation of creative concepts and project outcomes to diverse audiences.

## Seminar Presentation

Assessment Type <sup>1</sup>: Presentation

Indicative Time on Task <sup>2</sup>: 14 hours

Due: **21-28/5/2025**

Weighting: **20%**

Students will give a seminar presentation. Please see iLearn for details.

On successful completion you will be able to:

- Explain the underlying theories and concepts that shape contemporary global media issues, demonstrating comprehension of how these factors influence media production, distribution, and consumption on a global scale.
- Analyse and assess the impact of contemporary global media issues on various societal, cultural, economic, and political contexts worldwide, applying theoretical frameworks to real-world case studies or examples.
- Critically evaluate the ethical implications and challenges posed by contemporary global media issues, considering diverse perspectives and proposing solutions or strategies to address these challenges in a global media landscape.
- Communicate complex ideas effectively through various media formats. Develop strong presentation skills, both in written and oral forms, enabling the articulation of creative concepts and project outcomes to diverse audiences.

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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**

Weekly seminars begin in Week 2: Wednesday 11-1 in 10Ha 212. Weekly readings and assessment information are provided in iLearn.

## **Unit Schedule**

**MMCC8011**

**Contemporary Issues in Global Media**

## Unit Schedule

**Seminars: Wed 11 – 1, 10Ha 212**

**Note: weekly readings are listed in iLearn**

**Week 2: 5 March** – Introduction; The Global Media Landscape

**Week 3: 12 March** – Covering Contemporary Issues: the News Story and Fact-checking

**Week 4: 19 March** – Contemporary Issues: Disinformation

**Week 5: 26 March** – Artificial Intelligence

**Week 6: 2 April** – Intellectual Property

**Week 7: 9 April** – Climate Change

## **MID-SEMESTER BREAK**

**Week 8: 30 April** – Conducting and Editing Interviews for the Media

**Week 9: 7 May** – Extended Media Writing: News Features and Podcasts

**Week 10: 14 May** – Other Contemporary Global Issues

**Week 11: 21 May** – Student Presentations

**Week 12: 28 May** - Student Presentations

## **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 [connect.mq.edu.au](https://connect.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/>

## Academic Success

[Academic Success](#) 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 the [Service Connect Portal](#), 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.

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Unit information based on version 2025.03 of the [Handbook](#)