



MMCC6140

Media and Mass Communications

Session 1, Online-scheduled-weekday 2025

School of Communication, Society and Culture

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	4
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	6
<u>Policies and Procedures</u>	7

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General Information

Unit convenor and teaching staff
Course Convenor and lecturer
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By appointment, please email.

Credit points
10

Prerequisites
Admission to MMediaComm

Corequisites

Co-badged status

Unit description

This unit addresses the major transformations and continuities in the media and communications environment. Students learn foundational frameworks that will help them gain a deeper understanding of rapidly changing media industries and practices. Through interdisciplinary, international, and historical frameworks, this unit explores a range of media forms from print, photography, cinema, and broadcast media, to digital technologies and practices. Through the analysis of mediated communications and media change, students develop knowledge of the structures of power that inform complex relationships between audiences and producers. Interrogating the role of media in everyday life, in both local and global contexts, the course offers a vital introduction to media and communications studies.

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: Critically analyse how media and communications is shaped by and shapes social, cultural, historical, political and economic processes.

ULO2: Explain and critique foundational frameworks and approaches to media

audiences, technologies, industries, and practices.

ULO3: Prepare sophisticated independent academic research in the field.

ULO4: Demonstrate advanced disciplinary knowledge using appropriate academic discourses and methodologies.

ULO5: Assess complex ethical implications of media and communications representations.

General Assessment Information

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://students.mq.edu.au/important-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

- **ULO1:** analyse how media and communication is shaped by and shapes social, cultural, historical, political and economic processes.
- **ULO2:** evaluate and distinguish between foundational frameworks and approaches to media audiences, technologies, industries, and practices.
- **ULO3:** prepare independent academic research in the field.
- **ULO4:** communicate disciplinary knowledge using appropriate academic discourses.
- **ULO5:** analyse contemporary ethical implications of media and communications representations.

General Assessment Information

Feedback

Feedback on assessments and student learning and performance will be provided in a range of ways. Students will receive formal individual feedback on their performance in assessments in the form of general comments, rubric, and in-text comments attached to assignments marked in Turnitin. They may receive further individual feedback from unit staff in email communication and personal consultations. Marks are made available in the Gradebook function in iLearn.

Late Submission and Special Consideration

Students with a pre-existing disability/health condition or prolonged adverse circumstances may be eligible for ongoing assistance and support. Such support is governed by other policies and may be sought and coordinated through [Campus Wellbeing](#) and Support Services.

The Faculty policy in relation to late assessment submissions is as follows:

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.**

To be very clear:

- Unless you have applied for special consideration and had your application approved, for each day your assignment is late, 5 marks will be deducted. For example, if you submit your assignment 7 days late, 35 marks will be deducted, which means you will likely fail that assignment.
- If your assignment is more than 7 days late (including weekends), you will get 0 for your assignment.

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 Tasks

Name	Weighting	Hurdle	Due
Poster	30%	No	04/04/2025
iLearn Quizzes	20%	No	Week 5 and Week 13
Major Research Essay	50%	No	30/05/0025

Poster

Assessment Type ¹: Poster

Indicative Time on Task ²: 35 hours

Due: **04/04/2025**

Weighting: **30%**

Students are required to use media in a creative and analytic format to present their understanding of a complex concept/theory. Refer to iLearn for further information.

On successful completion you will be able to:

- Critically analyse how media and communications is shaped by and shapes social, cultural, historical, political and economic processes.
- Explain and critique foundational frameworks and approaches to media audiences, technologies, industries, and practices.
- Prepare sophisticated independent academic research in the field.
- Demonstrate advanced disciplinary knowledge using appropriate academic discourses and methodologies.
- Assess complex ethical implications of media and communications representations.

iLearn Quizzes

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 15 hours

Due: **Week 5 and Week 13**

Weighting: **20%**

Students will complete quizzes during the session that engage with the unit materials and themes. Refer to iLearn for further information.

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- Explain and critique foundational frameworks and approaches to media audiences, technologies, industries, and practices.
- Assess complex ethical implications of media and communications representations.

Major Research Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 55 hours

Due: **30/05/0025**

Weighting: **50%**

Students select an essay question and are required to research and use academic sources to support their written argument. Refer to iLearn for further information.

On successful completion you will be able to:

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- Explain and critique foundational frameworks and approaches to media audiences, technologies, industries, and practices.
- Prepare sophisticated independent academic research in the field.
- Demonstrate advanced disciplinary knowledge using appropriate academic discourses and methodologies.
- Assess complex ethical implications of media and communications representations.

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

This unit is delivered through live 'in person' lectures that are also streamed if you are enrolled in the online (external) mode. All lectures are recorded and will be available to all students on iLearn. There are both on-campus tutorials and online tutorials for this unit (at various times from Monday to Thursday). You will need to enrol in both the lecture and a tutorial. For specific class times, please see the timetable. ***Tutorials for this unit begin in Week One.***

Unit readings will be made available through the university library and can be accessed online via Leganto. A link to Leganto will be available on the unit's iLearn space. A working internet connection is critical to successfully complete this unit, as well as participate in this unit's classes.

Unit Schedule

Module 1: Foundational Frameworks: Media Theories and Concepts

Week 1: Thinking about media: from Alphabet to AI

Week 2: Media and Technology

Week 3: Media and the Public Sphere

Week 4: Media, Platform Society and Participatory Culture

Module 2: Who (and how) do you think you are? Media, Online Selves and Datafication

Week 5: Media and Micro-celebrity (quiz one this week)

Week 6: Media and Surveillance Capitalism (poster assessment due this week)

Week 7: Media, Datafication and the Quantified Self

Module 3: Making Media: Industries, Audiences & Issues

Week 8: Media and Decolonisation

Week 9: Media and the Audience

Week 10: Media and Ecology

Coda: Academic literacy development

Week 11: Essay Writing Workshop

Week 12: No Classes (major essay due this week)

Week 13: No Classes (quiz two this week)

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 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 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/.

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 2025.02 of the [Handbook](#)