



MMCC3016

Media Ethics

Session 2, Online-scheduled-weekday 2026

School of Communication, Society and Culture

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General Information

Unit convenor and teaching staff

Convenor

Stephen Collins

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25B Wally's Walk

Jillian Kramer

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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 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	Groupwork/Individual	Short Extension	AI Approach
Ethics consultancy presentation	30%	No	17/09/2026	Group	No	Open
Ethics consultancy individual report	20%	No	17/09/2026	Individual	Yes	Open
Position paper	50%	No	05/11/2026	Individual	Yes	Open

Ethics consultancy presentation

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 29 hours

Due: **17/09/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open

Students will work in groups to develop and record a presentation responding to a contemporary media ethics issue, applying ethical paradigms, industry frameworks and critical analysis to propose recommendations for relevant media organisations.

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.
- produce media that delivers an ethics-related argument.

Ethics consultancy individual report

Assessment Type ¹: Written Submission

Indicative Time on Task ²: 19 hours

Due: **17/09/2026**

Weighting: **20%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

Alongside their group presentation, students will also individually submit a report that outlines the ethical rationale behind their group's recommendations. They are also required to submit an appendix that explains and evidences their contributions to the presentation

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.

Position paper

Assessment Type ¹: Professional task

Indicative Time on Task ²: 50 hours

Due: **05/11/2026**

Weighting: **50%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

Students are required to demonstrate their research, writing, and analytical skills by developing a position paper that responds to contemporary ethical debates in the media industries

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.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

Delivery and Resources

Unit Delivery:

- Lectures: lectures will take place on-campus at the scheduled time. They will also be recorded and uploaded to Echo360. Please check ilearn for the 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 meet with their peers for the group assessment, 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) (<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/>

Academic Success

[Academic Success](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.02 of the [Handbook](#)