



MMCC8046

Social Media

Session 2, In person-scheduled-weekday, North Ryde 2026

School of Communication, Society and Culture

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General Information

Unit convenor and teaching staff

Convenor

Nipa Saha

nipa.saha@mq.edu.au

Room 331, 25C Wally's Walk, Macquarie Park, NSW 2113, Australia

Please book in an appointment via email

Tutor

Kylie Holmes

kylie.holmes@mq.edu.au

Contact via Contact via email

Contact via email

Credit points

10

Prerequisites

Admission to MMediaComm or MCrInd or MIC

Corequisites

Co-badged status

Unit description

This unit will offer students an advanced understanding of the key role social media now plays in professional media practice and the way it is reshaping public debate and media business models. It will involve students in integrating emerging online platforms and technologies into media practice, including news gathering, feature and current affairs production, and opinion writing. Students will analyse the way mainstream media organisations are utilising social media to produce and augment media production and enlist media users in producing content. They will also examine the way social and online media have opened up new possibilities for media producers to bypass traditional media organisations and attract large audiences using blogs, Twitter and Youtube.

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: apply media theory and concepts to the study of social media.

ULO2: research, analyse and evaluate the relationships between individual users of social media platforms, and larger cultural, social, legal, economic, corporate, state and industry factors that inform and shape that use.

ULO3: evaluate the increasingly important role that branding and celebrity plays in shaping expressions of identity (individual, group, corporate, national, activist, etc. in the contemporary landscape, and analyse various types social media presence in terms of branding and fame theory.).

ULO4: analyse the challenges (logistical, legal, ethical) of applying classic research, design, communication, advocacy and/or public relations strategies to social media environments.

General Assessment Information

Late 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.***

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>

Additional information

For unit assessment requirements and standards for this unit, please refer to the Assessment Policy (Schedule 1): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

To achieve the full benefit of learning in this unit as well as to successfully complete assessment tasks, it is crucial to attend and actively participate in the seminars. The seminars will be focused on discussing important concepts, working through scenarios, and workshopping and developing ideas that will form the basis of your assessments.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Illustrated Glossary Entry	50%	No	25/09/2026	Individual	Yes	Open
Video presentation	50%	No	30/10/2026	Individual	Yes	Open

Illustrated Glossary Entry

Assessment Type ¹: Professional task

Indicative Time on Task ²: 50 hours

Due: **25/09/2026**

Weighting: **50%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

In class, you will receive a list of concepts we have covered to date. For this task, you will be expected to create a visual glossary entry that engages with ONE concept from this list. To do this, you will create a document where you: - define your concept using your own words and illustrated with a captioned image; - theorise that concept, using a scholarly quote from a class reading, illustrated with a captioned image; - complicate that concept, introducing an example of your choice, illustrated with a captioned image. Refer to iLearn for further information.

On successful completion you will be able to:

- apply media theory and concepts to the study of social media.
- research, analyse and evaluate the relationships between individual users of social media platforms, and larger cultural, social, legal, economic, corporate, state and industry factors that inform and shape that use.

Video presentation

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 50 hours

Due: **30/10/2026**

Weighting: **50%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open

The purpose of this task is to assess your capacity to practically engage with social media theory, by way of a social media-friendly format, a short video. For this task, you will be expected to create a video of no more than 3-5 minutes. Refer to iLearn for further information.

On successful completion you will be able to:

- evaluate the increasingly important role that branding and celebrity plays in shaping expressions of identity (individual, group, corporate, national, activist, etc. in the contemporary landscape, and analyse various types social media presence in terms of branding and fame theory.).
- analyse the challenges (logistical, legal, ethical) of applying classic research, design, communication, advocacy and/or public relations strategies to social media environments.

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

Classes

Students in MMCC8046 attend one 2-hour seminar each week, which combines lecture and tutorial activities.

Classes begin in Week 2 and run until Week 11.

Class attendance and participation is expected and is designed to help you collaborate with fellow students to understand key concepts and develop ideas and strategies for your assessments. However, attendance is not graded.

Students who miss a class for any reason are expected to stay up to date by reviewing the seminar slide deck and any other recordings or materials for that week as well as completing the activities on their own.

Consultation

The consultation time will be via Zoom. Please email the convenor for an appointment. You are also welcome to email the convenor with your questions.

Readings

Readings for all weeks will be available via the Leganto/Unit Readings tab on ilearn. Note that new and extra readings may be added to Leganto for those interested in going deeper.

Technology required

You are expected to access iLearn: <https://ilearn.mq.edu.au/> at least once a week and keep up to date with seminar slide decks, announcements and extra materials. You are also advised to check your student emails regularly for ilearn and unit updates. You should be able to access relevant scholarly and professional information from the library online as well as from other online, news and social media sources.

You will be required to create a video capturing your voice and face-to-camera for your second assignment. Suggested platforms will be recommended in seminars and the assessment guide. If you have any issues with access to technology, please consult with the unit convenor or your tutor as soon as possible. You are advised to test out technology in the first 2-3 weeks of the unit (don't wait until the week your assignment is due at the end of semester). If you have any technical difficulties please contact onehelp@mq.edu.au for assistance.

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.

Changes from Previous Offering

The 2026 version of this unit, including assignments, has been re-structured while covering the same themes as previous offerings.

Unit information based on version 2026.01R of the [Handbook](#)