MAS 302
Media Identities
S2 Day 2013

Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff
Unit Convenor
John Scannell
john.scannell@mq.edu.au
Contact via john.scannell@mq.edu.au

Credit points
3

Prerequisites
39cp or admission to GDipArts

Corequisites

Co-badged status

Unit description
This unit introduces students to key models used to investigate a range of identities in relation to media and communications. It covers major feminist theoretical perspectives as well as recent approaches to masculinity, sexuality and race. These approaches are applied to media forms and practices including film, print media, news, advertising, sports journalism and the internet. The unit has an emphasis on the Australian media milieu and covers concepts of identity in terms of self-realisation, social media spaces, representational practices and processes of gender mediation.

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:

- Analyse the ways in which media-identity relationships have been constructed and theorised
- Examine key theoretical approaches to media analysis
- Appraise independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Defend academic ideas verbally and in a range of genres of writing, including abstracts and essays
Appraise academic literature and use that reflection to plan for future assessments

### Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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</thead>
<tbody>
<tr>
<td>Lead the Class Exercise</td>
<td>15%</td>
<td>Ongoing from Week 3</td>
</tr>
<tr>
<td>Problematising Identity</td>
<td>25%</td>
<td>Thursday 12 September at 4pm</td>
</tr>
<tr>
<td>Media Analysis Essay</td>
<td>40%</td>
<td>Friday 8 November at 4pm</td>
</tr>
<tr>
<td>Attendance and Participation</td>
<td>20%</td>
<td>Weekly</td>
</tr>
</tbody>
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#### Lead the Class Exercise

**Due:** **Ongoing from Week 3**  
**Weighting:** **15%**

Students are required to pick a week in which to lead the class through discussion of that week’s readings. More details will be available on iLearn, and discussed at lecture.

On successful completion you will be able to:

- Analyse the ways in which media-identity relationships have been constructed and theorised
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- Appraise academic literature and use that reflection to plan for future assessments

#### Problematising Identity

**Due:** **Thursday 12 September at 4pm**  
**Weighting:** **25%**

Students will nominate a media text that has made a significantly negative impression on them and to justify precisely why they have such disdain for it. Given that the unit is designed to reflect on the construction and perpetuation of identity in the media, your critique must focus on these aspects of your chosen text, and make use of concepts drawn from weeks 1-6 that might back up your concerns. Further instructions will be provided on iLearn and delivered during the lectures.

- Essay questions and further details are available on iLearn.
Grading Criteria in the form of a rubric is available on iLearn.

Assignments must be submitted with coversheet in the appropriate box in W6A.

Late penalty of 5% per day applies to late work that is not accompanied by appropriate documentation.

On successful completion you will be able to:

- Analyse the ways in which media-identity relationships have been constructed and theorised
- Examine key theoretical approaches to media analysis
- Appraise independent academic research in the discipline, including identifying and using appropriate articles in academic journals
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- Appraise academic literature and use that reflection to plan for future assessments

Media Analysis Essay

Due: Friday 8 November at 4pm
Weighting: 40%

The major essay will focus on critical reviews of some of the films presented during the course.

- Essay questions and further details to be available on iLearn.
- Grading Criteria in the form of a rubric is available on iLearn.
- Assignments must be submitted with coversheet in the appropriate box in W6A.
- Late penalty of 5% per day applies to late work that is not accompanied by appropriate documentation.

Essay Assessment Criteria and Grades

In MAS 302 three sets of criteria are assessed in essays: reading and research; argument and analysis; and writing and structure. Within each of these sets, markers are looking for the following:

Reading and research: evidence of critical engagement with set course materials; evidence of independent reading of appropriate academic material; evidence of thorough research (books, journals, Internet, media resources and archives).

Argument and analysis: well-articulated and well-supported argument; evidence of critical thinking (through taking a position in relation to key ideas from the course, and supporting this position); evidence of relational thinking (through making connections between key ideas from
Pass essays
Macquarie University defines the Pass standard as denoting performance which "satisfies unit objectives" the majority of essays submitted are likely to be of Pass standard. Pass essays will be solid, satisfactory pieces of work which clearly meet good standards in all three of the assessment categories.
However, generally speaking, Pass essays will probably have substantial room for improvement in at least two of the three assessment categories. The following are some examples of common problems in Pass essays: Pass essays often rely overly on description and summary at the expense of argument. They sometimes demonstrate an understanding of the need to be analytical and to construct an argument, but do not quite achieve an effective one. Often they are under-researched. Pass essays are also often in need of further editing and revision and may feature occasional unclear language or less-than coherent structure (essays which are unclear or incoherent throughout may fail).
In MAS 302, essays which are inadequately, poorly or sloppily referenced cannot attain higher than a Pass at best. Moreover, MAS 302 essays which display no evidence of academic reading beyond the unit reader cannot attain higher than a Pass at best.

Credit essays
Macquarie University defines the Credit grade as denoting "performance which is substantially better than would normally be expected of competent students in the unit." Credit essays, therefore, are very much above average. Speaking generally, Credit essays will often have at least some of the following characteristics: they will probably have a clear and well-supported argument and are likely to offer strong evidence of serious and thoughtful reading and research; they will often also demonstrate a broader understanding of the key themes and concepts of the unit. In addition, Credit essays will be written with a high degree of clarity and precision, and will obviously be the product of a serious process of thoughtful drafting, revision and editing.
However, Credit essays will probably still display significant room for improvement in at least one of the three assessment categories.

Distinction and High Distinction essays
The university defines the Distinction grade as denoting performance which "clearly deserves a very high level of recognition as an excellent achievement in the unit." Distinction essays are exceptional pieces of work which demonstrate initiative in research and are informed by serious reading on the essay topic and in the subject area more broadly. They display both breadth and depth of understanding. Speaking generally, Distinction essays will often have at least some of the following characteristics in addition to meeting all the requirements of the Credit standard: Distinction essays usually demonstrate complex understanding and the best of them may display some originality in their analysis. Distinction essays often engage critically with underlying
assumptions in texts and assess these with reference to well chosen other texts and appropriate
evidence and examples.
In sum, Distinction essays are excellent pieces of writing, with carefully-mounted and effective
arguments, well-supported with reference to rigorous and comprehensive research; in addition,
they will be persuasively written and probably display some initiative and flair. The grade of High
Distinction is awarded to essays which satisfy all of the criteria of the Distinction essay in an
obviously exceptional manner: this grade is defined by the university as denoting work "which
meets all unit objectives in such an exceptional way and with such marked excellence that it
deserves the highest level of recognition."

Fail Essays
Fail essays do not satisfy minimum standards in any of the three assessment categories. Fail
grades may be given in a range of cases, including (but not limited to) cases where: the
assignment submitted more closely resembles a set of preliminary notes than a finished essay;
the essay contains no evidence of reading or evidence only of reading material inappropriate for
university study (this often means haphazardly selected writings found online); the essay does
not construct an argument but relies instead entirely on description and synopsis; the essay calls
upon the reader to guess at the meaning intended, through lack of care and attention in spelling,
grammer, sentence and paragraph construction.
Please note that clarity of expression is not an optional extra in university work and that all
assignments must be clearly and precisely written, using language appropriate to a university
assessment task.

Some Tips on How to write a better essay:
Five things which should be in undergraduate essays but often aren't: (1) evidence of reading (2)
evidence of thinking (3) clarity and precision in written expression (4) facts (5) concrete
examples.
Five things which shouldn't be in undergraduate essays but often are: (1) grammatical errors (2)
spelling mistakes (3) referencing problems (4) unsupported assertions and crude generalisations
(5) lots of direct quotes (rarely necessary).

On successful completion you will be able to:
- Analyse the ways in which media-identity relationships have been constructed and
  theorised
- Examine key theoretical approaches to media analysis
- Appraise independent academic research in the discipline, including identifying and
  using appropriate articles in academic journals
- Defend academic ideas verbally and in a range of genres of writing, including abstracts
  and essays
- Appraise academic literature and use that reflection to plan for future assessments

Attendance and Participation
Due: Weekly
Weighting: **20%**

**Attendance and Participation**

Students are expected to attend ALL tutorials. Any missed tutorial must be accompanied by appropriate documentation (unless your absence has been agreed upon and documented by your tutor).

On successful completion you will be able to:

- Analyse the ways in which media-identity relationships have been constructed and theorised
- Examine key theoretical approaches to media analysis
- Appraise independent academic research in the discipline, including identifying and using appropriate articles in academic journals

**Delivery and Resources**

**Lecture:** The lecture will be on Monday at 5:00pm in the Y3A T1 Theatre. I realise that due to numbers some students are enrolled as "iLecture" only. Students who have elected to enrol under the "iLecture only" option are just as welcome to attend the lectures.

**iLearn:** Course uses iLecture and Echo360. Students are advised to make frequent use of iLearn in order to survey course content in greater detail.

**Reader:** A MAS302 unit reader will be available from the Co-op Bookshop. The reader, lest it need be said, is mandatory. The readings for the course are listed below and are included in the course reader:

**Readings:** The readings for each week are listed on iLearn, as well as in the course guide but as per university regulations they are repeated here:

<table>
<thead>
<tr>
<th>Week One: Media, Gender and Identity</th>
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<th>Week Two: Gender &amp; Language</th>
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<th>Week Three: The Male Gaze</th>
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https://unitguides.mq.edu.au/unit_offerings/32177/unit_guide/print 7
Week Four: Gender and Embodiment in Australian Cinema

Butters, P. (1998) 'When Being a Man is all you've got: Masculinity in Romper Stomper, Blackrock, Idiot Box and The Boys' in Metro Magazine, Number 117, pp. 4046.


Week Five: Community: Citizenship and Suburbia


Week Six: Magazines, Gossip and Celebrity


Week Seven: Queer(ing) Theory


Week Eight: Identity, Difference and Becoming


Week Nine: Children and the Media


Kane, E. (2013) Rethinking Gender and Sexuality in Childhood, London: Bloomsbury, pp. 87-104
### Unit Schedule

#### Week Ten: Sporting Bodies


#### Week Eleven: Disability, Identity and the Media


#### Week Twelve: Technologies of Difference


#### Appendix: Terms and Concepts


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**Unit Schedule: Overview**

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<thead>
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<tbody>
<tr>
<td>Week 1</td>
<td>29th July</td>
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<tr>
<td>Week 2</td>
<td>5th August</td>
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<tr>
<td>Week 3</td>
<td>12th August</td>
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<tr>
<td>Week 4</td>
<td>19th August</td>
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<td>Week 5</td>
<td>26th August</td>
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Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:


In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: [http://students.mq.edu.au/support/](http://students.mq.edu.au/support/)

UniWISE provides:

- Online learning resources and academic skills workshops [http://www.students.mq.edu.au/support/learning_skills/](http://www.students.mq.edu.au/support/learning_skills/)
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

**Learning outcomes**

- Examine key theoretical approaches to media analysis
- Appraise independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Defend academic ideas verbally and in a range of genres of writing, including abstracts and essays

**Assessment tasks**

- Lead the Class Exercise
- Problematising Identity
- Media Analysis Essay

**Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate...
and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

**Learning outcomes**

- Analyse the ways in which media-identity relationships have been constructed and theorised
- Examine key theoretical approaches to media analysis
- Appraise independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Defend academic ideas verbally and in a range of genres of writing, including abstracts and essays
- Appraise academic literature and use that reflection to plan for future assessments

**Assessment tasks**

- Lead the Class Exercise
- Problematising Identity
- Media Analysis Essay
- Attendance and Participation

**Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

**Learning outcomes**

- Analyse the ways in which media-identity relationships have been constructed and theorised
- Examine key theoretical approaches to media analysis
- Appraise independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Defend academic ideas verbally and in a range of genres of writing, including abstracts and essays
Assessment tasks

- Lead the Class Exercise
- Problematising Identity
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Creative and Innovative
Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Appraise independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Defend academic ideas verbally and in a range of genres of writing, including abstracts and essays
- Appraise academic literature and use that reflection to plan for future assessments

Assessment tasks

- Lead the Class Exercise
- Problematising Identity
- Media Analysis Essay
- Attendance and Participation

Commitment to Continuous Learning
Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Appraise independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Appraise academic literature and use that reflection to plan for future assessments
Assessment tasks

- Media Analysis Essay
- Attendance and Participation

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Analyse the ways in which media-identity relationships have been constructed and theorised
- Appraise independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Defend academic ideas verbally and in a range of genres of writing, including abstracts and essays

Assessment tasks

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Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- Analyse the ways in which media-identity relationships have been constructed and theorised
- Examine key theoretical approaches to media analysis
Assessment tasks

- Problematising Identity
- Media Analysis Essay
- Attendance and Participation

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcomes

- Analyse the ways in which media-identity relationships have been constructed and theorised
- Examine key theoretical approaches to media analysis

Assessment tasks

- Problematising Identity
- Media Analysis Essay

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Analyse the ways in which media-identity relationships have been constructed and theorised
- Examine key theoretical approaches to media analysis
- Appraise independent academic research in the discipline, including identifying and using appropriate articles in academic journals
- Defend academic ideas verbally and in a range of genres of writing, including abstracts and essays
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Assessment tasks

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<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>21/11/2012</td>
<td>The Prerequisites was updated.</td>
</tr>
<tr>
<td>17/11/2012</td>
<td>The Prerequisites was updated.</td>
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