# MECO801

## Social Media, Law and Ethics

S1 Day 2015

*Dept of Media, Music & Cultural Studies*

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## Disclaimer

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General Information

Unit convenor and teaching staff
Unit Convenor
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Justine Martin
justine.martin@mq.edu.au

Credit points
4

Prerequisites
Admission to MFJ or MA in Media Law and Culture or MIntComm or MIntCommMIntRel or MIntBusMIntComm

Corequisites

Co-badged status

Unit description
This unit will give students an advanced understanding of key legal and ethical issues that are relevant to media practice and journalism in the contemporary media landscape. It will offer students without a law background a practical understanding of the legal principles that underpin key emergent areas of online and social media regulation with a focus on how the law is evolving to deal with new technologies and platforms. Students will also gain a sophisticated appreciation of the ethical framework that underpin regulation, co-regulation and self-regulation and their rationale. The unit will engage students in complex critical reflection about the contemporary media, law and ethics.

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

1. Analyse the key laws that regulate social and online media practice in Australia
2. Apply an ethical and critical reflection to social media practices
3. Apply advanced knowledge of legal and ethical principles to social media practice
4. Discriminate between the different and evolving regulations and laws around new social
media technologies

5. Summarise and evaluate how these laws affect contemporary media content production

**General Assessment Information**

Assessment Matrix for Presentations, Essays and Seminar Papers

<table>
<thead>
<tr>
<th>Clarity of Expression</th>
<th>25%</th>
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</thead>
<tbody>
<tr>
<td>Quality of Research</td>
<td>25%</td>
</tr>
<tr>
<td>Quality of Argument</td>
<td>25%</td>
</tr>
<tr>
<td>Originality</td>
<td>25%</td>
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Assignments to be submitted using Turnitin.

No assignment will be marked without a signed cover sheet.

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>20%</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Seminar paper</td>
<td>30%</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Final essay</td>
<td>50%</td>
<td>19/6/2015</td>
</tr>
</tbody>
</table>

**Presentation**

Due: **Ongoing**

Weighting: **20%**

You will be asked to present a 15 minute paper on one of the readings at a seminar. Detailed instructions will be posted to iLearn.

This Assessment Task relates to the following Learning Outcomes:

- Analyse the key laws that regulate social and online media practice in Australia
- Apply an ethical and critical reflection to social media practices
- Apply advanced knowledge of legal and ethical principles to social media practice
- Discriminate between the different and evolving regulations and laws around new social media technologies
- Summarise and evaluate how these laws affect contemporary media content production
Seminar paper

Due: Ongoing
Weighting: 30%

Following your seminar presentation you will prepare a 1,500 word paper drawing on your presentation and using other scholarly and journalistic resources. Detailed instructions will be posted on iLearn.

This Assessment Task relates to the following Learning Outcomes:

• Analyse the key laws that regulate social and online media practice in Australia
• Apply an ethical and critical reflection to social media practices
• Apply advanced knowledge of legal and ethical principles to social media practice
• Discriminate between the different and evolving regulations and laws around new social media technologies
• Summarise and evaluate how these laws affect contemporary media content production

Final essay

Due: 19/6/2015
Weighting: 50%

This essay will allow you draw on and unpack key critical ideas you have encountered in this unit. Detailed instructions will be posted on iLearn and discussed at length in our seminars.

This Assessment Task relates to the following Learning Outcomes:

• Analyse the key laws that regulate social and online media practice in Australia
• Apply an ethical and critical reflection to social media practices
• Apply advanced knowledge of legal and ethical principles to social media practice
• Discriminate between the different and evolving regulations and laws around new social media technologies
• Summarise and evaluate how these laws affect contemporary media content production

Delivery and Resources

There is a course reader for sale at the university Coop bookstore. You need to check iLearn for additional resources on a weekly basis.

Unit Schedule

Week One (27th February)

Introduction to unit, assessment and approach to learning
Week Two (6th March)
Introduction to Legal and Ethical Frameworks

Week Three (13th March)
Contempt of court laws and social media

Week Four (March 20th)
Copyright laws and social media

Week Five (March 27th)
Privacy laws, principles and social media

Week Six (24th April)
Defamation, freedom of speech and social media

Week Seven (May 1st)
Media content regulation and social media

Week Eight (May 8th)
Online vitriol, hate speech and cyberbullying in social media

Week Nine (May 15th)
Celebrities, self and product promotion and social media

Week Ten (May 22nd)
Pornography, offensive content and social media

Week Eleven (May 29th)
Wikileaks, national security and social media

Week Twelve (June 5th)
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:

Academic Honesty Policy  http://mq.edu.au/policy/docs/academic_honesty/policy.html
Disruption to Studies Policy  http://www.mq.edu.au/policy/docs/disruption_studies/policy.html  The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.

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

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct:  https://students.mq.edu.au/support/student_conduct/

Results

Results shown in iLearn, 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 ask.mq.edu.au.

Additional information MMCCS website  https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application  http://www.mq.edu.au/pubstatic/public/download/?id=167914

Information is correct at the time of publication

Student Support

Macquarie University provides a range of support services for students. For details, visit  http://students.mq.edu.au/support/

Learning Skills

Learning Skills  (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

• Workshops
Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Analyse the key laws that regulate social and online media practice in Australia
- Apply advanced knowledge of legal and ethical principles to social media practice
- Discriminate between the different and evolving regulations and laws around new social media technologies

Assessment tasks

- Presentation
- Seminar paper
- Final essay

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is
the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

**Learning outcomes**

- Apply an ethical and critical reflection to social media practices
- Apply advanced knowledge of legal and ethical principles to social media practice
- Summarise and evaluate how these laws affect contemporary media content production

**Assessment tasks**

- Presentation
- Seminar paper
- Final essay

**PG - Research and Problem Solving Capability**

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

**Learning outcomes**

- Apply an ethical and critical reflection to social media practices
- Apply advanced knowledge of legal and ethical principles to social media practice
- Summarise and evaluate how these laws affect contemporary media content production

**Assessment tasks**

- Presentation
- Seminar paper
- Final essay

**PG - Effective Communication**

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

**Learning outcome**

- Apply advanced knowledge of legal and ethical principles to social media practice
Assessment tasks
• Presentation
• Seminar paper
• Final essay

PG - Engaged and Responsible, Active and Ethical Citizens
Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues.

This graduate capability is supported by:

Learning outcomes
• Analyse the key laws that regulate social and online media practice in Australia
• Apply an ethical and critical reflection to social media practices
• Apply advanced knowledge of legal and ethical principles to social media practice

Assessment tasks
• Presentation
• Seminar paper
• Final essay

PG - Capable of Professional and Personal Judgment and Initiative
Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes
• Analyse the key laws that regulate social and online media practice in Australia
• Apply an ethical and critical reflection to social media practices
• Apply advanced knowledge of legal and ethical principles to social media practice
• Discriminate between the different and evolving regulations and laws around new social media technologies
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Assessment tasks

- Presentation
- Seminar paper
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