MECO704
Disruptive Technologies
S1 Day 2016
Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff
Unit convenor
John Potts
john.potts@mq.edu.au
Contact via 9850 2163
Y3A 165J
Tuesday 11 - 1

Credit points
4

Prerequisites
Admission to MRes

Corequisites

Co-badged status

Unit description
Learn how to produce, improve and demonstrate your creative imagination, reasoning and skills through an appreciation of texts (literary, music/sound, film, performative, theoretical) using critical reflection and analytic tools. This unit will provide opportunities for critical reflection and/or creative production relevant to specific disciplinary areas.

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:

Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)
Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)
Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)
Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)
Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)

General Assessment Information

The minor and major essays are to be emailed as PDF or Word document to the convenor by the due date.

Marking criteria for the two essays is included below:

<table>
<thead>
<tr>
<th>Mark</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>High Distinction</td>
<td>85-100</td>
</tr>
<tr>
<td>D</td>
<td>Distinction</td>
<td>75-84</td>
</tr>
<tr>
<td>CR</td>
<td>Credit</td>
<td>65-74</td>
</tr>
<tr>
<td>P</td>
<td>Pass</td>
<td>50-64</td>
</tr>
<tr>
<td>F</td>
<td>Fail</td>
<td>0-49</td>
</tr>
</tbody>
</table>

Criteria for Assessment of Essays

<table>
<thead>
<tr>
<th>Mark</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>Demonstrates a clear understanding of the topic and links this idea to related or contrasting concepts. Examples used clearly and effectively link to this central idea, and may address wider debates. Examples may be linked together to develop secondary arguments.</td>
</tr>
<tr>
<td>D</td>
<td>Demonstrates a clear understanding of the topic, and may link this idea to related or contrasting concepts or arguments.</td>
</tr>
<tr>
<td>CR</td>
<td>Demonstrates a clear understanding of the topic. Most examples chosen illustrate this idea effectively, although there may be some points where links could be clearer.</td>
</tr>
<tr>
<td>P</td>
<td>Shows a fair understanding of the topic but includes some errors or vagueness. Case studies or examples may generally link to the idea, but not illustrate it effectively or may lead to confusion.</td>
</tr>
<tr>
<td>F</td>
<td>Shows little evidence of reading or research. The assignment may rely primarily on lectures.</td>
</tr>
</tbody>
</table>

Conceptual

Sources

Identifies and uses at least some appropriate sources. These may be restricted to those suggested by convenor. The assignment may draw on only one main source.
Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor Essay</td>
<td>30%</td>
<td>2 May</td>
</tr>
<tr>
<td>Presentation</td>
<td>20%</td>
<td>6 June</td>
</tr>
<tr>
<td>Major Essay</td>
<td>50%</td>
<td>14 June</td>
</tr>
</tbody>
</table>

Minor Essay

Due: 2 May
Weighting: 30%

A minor research essay relating to media industries and disruption. Is disruption an appropriate and accurate description of the impact of internet and digital technologies on media industries? Word length is 2,000 words.

On successful completion you will be able to:

- Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)
- Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)
- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)
• Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)
• Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)

Presentation
Due: 6 June
Weighting: 20%

A presentation delivered to the seminar group on a case study of disruption to a specific media industry or form. Presentations should be twenty minutes in duration and take place in the seminars of Weeks 11 - 13.

On successful completion you will be able to:
• Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)
• Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)
• Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)
• Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)
• Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)

Major Essay
Due: 14 June
Weighting: 50%

This essay is the major research paper on a topic of your choice within the domain of media forms, media industry and technological disruption. The essay should focus on a specific media industry, and may build on the case study included in the presentation. Word limit is 3,500 words.

On successful completion you will be able to:
• Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)
• Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)
• Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)
• Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)
• Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)

Delivery and Resources
The unit is in the form of weekly two hour seminars. Readings will be provided by the convenor.

Unit Schedule

Week 2: 7 March - Unit introduction

Week 3: 14 March - What is Media Disruption?
Janneke Adema, 'Our Take on Disruption', disruptivemedia.org.uk, 2014

Online resources: Centre for Disruptive Media: disruptivemedia.org.uk
Disruption in the Media Economy - David Campbell: david-campbell.org
MediaDisruption: mediadisruption.com

Week 4: 21 March - Disruption and Journalism
Reading: John Potts, 'Introduction', The Future of Writing, Basingstoke: Palgrave Pivot, 2014
Jennifer Beckett and Catharine Lumby, 'Reading and Writing the News in the Fifth Estate', The Future of Writing, 2014
Note: Chapters from The Future of Writing (e-book) are available for download from the library online catalogue.
Week 5: 28 March - **Easter Break**

Week 6: 4 April - **The Publishing Industry** (Jan Zwar)


Note: the full text of this Research Paper is available on request to the convenor.

**MID-SEMESTER BREAK**

Week 7: 25 April - **Anzac Day Break**

Week 8: 2 May - **The Music Industry: The Internet's First Victim?** (Steve Collins)


Week 9: 9 May: **The Music Industry: The Internet's Open Door Policy** (Steve Collins)

Reading: Steve Collins and Sherman Young, *Beyond 2.0: The Future of Music*, London: Equinox, 2014, Chapters 3 & 4

Week 10: 16 May: **Screen Media Disrupted** (Karen Pearlman)


**Additional Reading:** Report on Cinema in Australia: An Industry Profile (http://hdl.handle.net/1959.3/312955) and the various resources on the Screen Australia Research site: https://www.screanaustralia.gov.au/research/default.aspx
Weeks 11 - 13: 23 May - 6 June: **Student Presentations**

**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 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/](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.

MMCCS re-mark procedure: 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
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

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.

Graduate Capabilities

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

- Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)
- Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)
Assessment tasks

- Minor Essay
- Presentation
- Major Essay

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

- Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)
- Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)

Assessment tasks

- Minor Essay
- Presentation
- Major 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

- Gain advanced knowledge of the literature on media disruption (Graduate Capabilities 2, 3, 6)
- Consolidate theoretical knowledge and understanding specific to the discipline of media studies (GC 1, 2, 3 & 6)
- Situate an understanding of media practice within a broader theoretical and economic framework (GC 2, 5 & 6)
- Apply knowledge and ideas in a critical analysis of contemporary media and internet
Assessment tasks

• Minor Essay
• Presentation
• Major 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 outcome

• Apply knowledge and ideas in a critical analysis of contemporary media and internet culture (GC 1, 3 & 6)

Assessment tasks

• Minor Essay
• Presentation
• Major 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

• Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)

Assessment tasks

• Minor Essay
• Presentation
• Major 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 outcome**

- Communicate knowledge and critical expertise in written and spoken forms to professional audiences (GC 4, 5 & 6)

**Assessment tasks**

- Minor Essay
- Presentation
- Major Essay