



MAS 214

Free Cultures

S2 Day 2019

Department of Media, Music, Communication and Cultural Studies

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Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff

Convenor

Steve Collins

stephen.collins@mq.edu.au

10HA 191D

By appointment

Credit points

3

Prerequisites

12cp at 100 level or above

Corequisites

Co-badged status

Unit description

This unit interrogates the relationships and tensions between media cultures and regulatory systems in the information age, contextualised in the information economy and the rhetoric of participatory culture. In the current intellectual property climate, the question of whether culture should be determined by control or freedom is one that rapidly requires close attention. This unit is of interest to students following media, cultural studies, music, creative arts and law programs. Students are not required to have any pre-existing legal knowledge.

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:

Explain the roles played by copyright

Critique and evaluate the discourses surrounding copyright.

Recognise and reflect on social, cultural and ethical issues affected and effected by copyright.

Formulate research-supported arguments in written and oral formats.

Select and integrate information from a variety of appropriate sources in responding to areas of debate.

Engage in the process of learning

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Active Tutorial Participation</u>	10%	No	Ongoing
<u>Tutorial Test</u>	10%	No	During Week 4 Tutorials
<u>Multiple Choice Quiz #1</u>	15%	No	5pm, 6th September 2019
<u>Multiple Choice Quiz #2</u>	15%	No	5pm, 1st November 2019
<u>Essay</u>	50%	No	9:00pm, 8th November 2019

Active Tutorial Participation

Due: **Ongoing**

Weighting: **10%**

Tutorials can be engaging, educational and fun if you get involved, otherwise they can be boring, drawn-out and de-motivational for you, your peers and your tutor. Tutorial discussion is at the heart of your learning experience. MAS214 regards tutorial participation as an obligation on you. Tutorials are not times for your tutor to give the lecture again. Tutorials are your time to discuss questions and issues arising from the weekly topic. The lectures and set readings are merely starting points, and you are expected to arrive at tutorials having engaged with them. Tutorial participation can be demonstrated through asking and answering questions, providing constructive commentary and analysis.

Your tutors are not mind readers – they will not know that you have understood the lecture content, readings and the relevant issues unless you demonstrate this through participation in tutorial discussion. Similarly, teaching staff will not know that you have not understood the finer points to be gleaned from the *Tao of Piracy* unless you acknowledge that sometimes we all need a little help.

Marking Criteria:

- Active engagement in class discussion
- Demonstrated knowledge of the relevant topic(s)
- Application of lecture materials and set readings
- Demonstrated individual research of the topic

NOTE: Your participation mark is derived from your engagement in classes across the whole semester. Missing tutorials will reduce the maximum amount of marks in which you can score. You receive no marks for attendance, only for active participation.

Feedback

Tutorial classes will receive general feedback about their performance. If necessary, individual students will be contacted if there are concerns about their performance.

Assessment Standards

Assessment standards in this unit align with the University's grade descriptors, available at: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

On successful completion you will be able to:

- Explain the roles played by copyright
- Critique and evaluate the discourses surrounding copyright.
- Recognise and reflect on social, cultural and ethical issues affected and effected by copyright.
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Tutorial Test

Due: **During Week 4 Tutorials**

Weighting: **10%**

In week 4 you will be required to complete an in class test during your timetabled tutorial. The test will assess your understanding of the week 4 topic. Therefore, you are strongly advised to complete all set readings and attend/listen to the lecture.

You will write a response to one (1), open-ended question. The question will not be distributed in advance. You will be given 15 minutes in which to write your response and should expect to write approximately one side of A4. Quizzes will be submitted in class to your tutor.

Books, unit readers, notes, mobile phones, tablets and anything else invented between now and then that contains or can access information relevant to the set questions may not be used. This is not an open-book assessment.

Failure to sit a tutorial test will result in a mark of zero (0) for that test. If you miss the test due to a medical issue then you will be given the opportunity to sit the test at a later date providing you have followed the special consideration procedure and your application is successful. Please do not email your tutor or convenor directly with medical certificates. You must follow the special consideration procedure, which requires your application to be made within five (5) days of the disruption.

Marking Criteria:

- Demonstrated understanding of the question
- Demonstrated knowledge of lecture and reading materials

- Application of materials to set question

Submission

Tutorial test responses will be handwritten and submitted to tutors during tutorials.

Extensions

Extensions may only be granted by the unit convenor in line with university policy.

Feedback

General feedback will be given during tutorials. For specific individual feedback, please do not hesitate to contact your tutor for a consultation.

Assessment Standards

Assessment standards in this unit align with the University's grade descriptors, available at: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

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Multiple Choice Quiz #1

Due: **5pm, 6th September 2019**

Weighting: **15%**

Students will individually undertake a timed multiple-choice quiz administered via iLearn. The content of the quiz will relate to lectures and readings undertaken in weeks 2, 3, 4, and 5.

This assignment should be completed in a timely fashion. The quiz will **open at 9am Week 6, Monday 2nd September** and **close automatically at 5pm Week 6, Friday 6th September 2019**. Late attempts will only be allowed if special consideration has been granted.

Assessment Standards

Assessment standards in this unit align with the University's grade descriptors, available at: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

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Multiple Choice Quiz #2

Due: **5pm, 1st November 2019**

Weighting: **15%**

Students will individually undertake a timed multiple-choice quiz administered via iLearn. The content of the quiz will relate to lectures and readings undertaken in weeks 6, 7, 8, 9, 10, and 11.

This assignment should be completed in a timely fashion. The quiz will **open at 9am Week 12, Monday 28th October** and **close automatically at 5pm Week 12, Friday 1st November 2019**. Late attempts will only be allowed if special consideration has been granted.

Assessment Standards

Assessment standards in this unit align with the University's grade descriptors, available at: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

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Essay

Due: **9:00pm, 8th November 2019**

Weighting: **50%**

Students are required to write and submit a 2000 word essay responding to ONE of the following questions:

1. Copyright has been called "an engine of free expression". How accurate is this statement?
2. One of the primary aims of copyright is to ensure society is rich with creative works. Without copyright creators would not create new works. Discuss.
3. The digital age has rendered copyright obsolete. To what extent do you agree with this and why?

Marking criteria:

- Demonstrated understanding of the essay question
- Demonstrated ability to clearly and articulately structure an argument using academic language
- Demonstrated ability to research, interpret and apply academic sources

- Relevance of sources
- Credibility of sources
- Use of sources
- Evidence of independent research
- Cited works should be referenced using an established system that requires provision of page numbers
- Clarity of expression in line with expected academic standards
- Use of relevant examples
- Meeting the required word length of 2000 words (10% either way is acceptable, but students should aim to write to 2000 words). The bibliography does not contribute towards your essay's overall word length.

Sources must include:

- At least three (3) academic books
- At least four (4) articles from peer-reviewed journals
- **Essays failing to comply with the two points above will not meet the research requirement of the assignment**

Clarification Discussions

Students may be called in to discuss their essay with the unit convenor if there are sections of the essay that are unclear or there are any questions concerning the authorship of the essay. As part of a clarification discussion students may be questioned on various facets of the essay including the arguments presented and the source material cited.

In the event that any clarification is required, students will be notified via an email sent to their student email account. Failure to respond to or attend a clarification discussion will result in a grade of Incomplete. Please note students cannot graduate with an unresolved Incomplete on their transcript.

Submission

Essays will be submitted electronically via iLearn. Hard copy essays will not be accepted or marked. Once submitted an essay cannot be resubmitted. If you have submitted an incorrect version or file, please contact the unit convenor and ask to have your submission deleted so you can submit the correct version or file. If this occurs after the submission date, the late penalty (see below) will be applied. All essays will be evaluated for originality by Turn It In. Please ensure you are familiar with the Academic Honesty Policy (see below).

Late Submission

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (including weekends) after the original submission deadline. No late submissions will be

accepted for timed assessments – e.g. quizzes, online tests.

Extensions

Extensions may only be granted by the unit convenor in line with university policy.

Feedback

Students will receive individual feedback on their essays via Turn It In. If you require further feedback, please contact your tutor.

Sample Essays

Sample essays are available via iLearn. These have all been processed via Turn It In.

Academic Honesty

All assignments must comply with Macquarie University's Academic Honesty policy: http://www.mq.edu.au/policy/docs/academic_honesty/policy.html. Plagiarism is the unacknowledged use of other people's work. Plagiarism can occur in a number of different ways. For example: Directly copying someone else's work in whole or in part, in large or in small chunks is plagiarism unless you enclose their words in quotation marks AND provide a reference. Changing words but keeping the sentence structure of someone else's work is plagiarism because you are using someone else's ideas and passing them off as your own work by not acknowledging where they originated. Copying so many words or ideas from someone else that it makes up a significant portion of your submission is plagiarism because you are using someone else's ideas and passing them off as your own work by not acknowledging where they originated. Copying from your own previous essays is plagiarism unless you attribute the copied portions. Most instances of plagiarism can be avoided by citing your sources and using quotations marks. Remember, it's good to cite your sources because it demonstrates that you have carried out, understood and applied your research to the assessment at hand.

Turn It In

This unit will use Turn It In. Your essay must be submitted to Turn It In in order to be assessed. Originality reports generated by Turn It In are not available to students. Once submitted, an essay cannot be resubmitted. If you submit the wrong version of your essay you should contact the unit convenor and request it be deleted so you can resubmit. If you request this after the due date, late penalties will be incurred. It is your responsibility to ensure you are submitting the correct version.

Assessment Standards

Assessment standards in this unit align with the University's grade descriptors, available at: <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/assessment>

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- Engage in the process of learning

Delivery and Resources

MAS214 uses iLearn to outline the weekly topics and required readings. Individual iLearn blocks also include various other resources including articles and videos.

All readings are provided electronically via links in the MAS214 iLearn site.

Additionally, MAS214 uses a Facebook page - <http://www.facebook.com/mas214> - to share supplementary material. You are encouraged to 'Like' the page and contribute any relevant resources and links.

Students are expected to attend or listen to all lectures (one hour per week), tutorials (one hour per week) and complete set readings. MAS214 is a 3 credit point unit and as such students are required to undertake 9 hours of private study per week.

Unit Schedule

This is a list of the required readings for each week. Each week's iLearn block, however, contains complementary articles and videos that will help enrich your knowledge and understanding of the topic.

Tutorials begin in week 2.

Week 1 - Unit Introduction

No readings

Week 2 - Being Digital: Creativity & Consumption

Lessig, L. "Remix" (2008). The Penguin Press: London. pp.51-83.

Netanel, N. "Copyright's Paradox" (2008). Oxford University Press: Oxford, New York. pp.3-12.

Week 3 - Copyright: An Origin Story

Patterson, L.R. & Lindberg, S. W. *The Nature of Copyright* (1991). University of Georgia Press: Athens, Georgia. pp.19-46.

Week 4 - Copyright: Property Paradigms

Collins, S. 'Property Talk' (2006). M/C Journal vol. 9, number 4.

Netanel, N. W. 'Copyright and Democratic Civil Society' (1996). 106 Yale L. J. 283.

Week 5 - Fair's Fair: Balance in Copyright

Collins, S. 'Prosumerism and the Fair Use Defence' (2010). Journal of Consumer Culture. Vol.10, no.1.

Heins, M & Beckles, T. 'Will Fair Use Survive? Free Expression in the Age of Copyright Control' (2005). The Brennan Centre for Justice: New York. pp.9-22. <http://www.fepproject.org/policyreports/WillFairUseSurvive.pdf>

Week 6 - Free: Creative Commons & Open Source

Lessig, L. 'Free Culture' (2004). The Penguin Press: New York. pp. 282-286.

Doctorow, C. '©ontent' (2008). Tachyon Publications: San Francisco. pp. 71-75

Week 7 - Music: Covers, Sampling, & Creativity

Collins, S. 'Waveform Pirates' (2008). Journal of the Art of Record Production Vol.3.

Joanna Demers 'Steal This Music' (2006). University of Georgia Press: USA. pp. 111-146

Week 8 - Writing Wrongs: Fan Fiction

Jenkins, H. 'Textual Poachers' (1992). Routledge: New York and London. pp. 152-184.

McCardle, M. 'Fan Fiction, Fandom, and Fanfare: What's All the Fuss?' (2003). 9 Boston University Journal of Science & Technology Law 433.

Week 9 - Steal This Content: Piracy, Consumers, and Business Models

Mason, M. 'The Pirate's Dilemma' (2008). The Free Press: New York, London, Toronto and Sydney. pp. 33-67.

Doctorow, C. '©ontent' (2008). Tachyon Publications: San Francisco. pp. 3-26.

Week 10 - Gone With The Wind: Imagining a World Without Copyright

Smiers, J. & Van Schijndel, M. 'Imagine There is No Copyright and No Cultural Conglomerates Too' (2009). Institute of Network Cultures: Amsterdam. pp. 38-50.

Week 11 - You, Me, & Everyone: Copyright on the International Stage

No readings.

Week 12 - Tool Up: Essay Writing and Research

No readings, please see iLearn for relevant materials.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-centr](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-centr)

al). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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 ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_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

Late Submissions

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accepted for timed assessments – e.g. quizzes, online tests.

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

If you are a Global MBA student contact globalmba.support@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

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

- Select and integrate information from a variety of appropriate sources in responding to areas of debate.

- Engage in the process of learning

Assessment tasks

- Multiple Choice Quiz #1
- Multiple Choice Quiz #2

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 outcome

- Engage in the process of learning

Assessment tasks

- Multiple Choice Quiz #1
- Multiple Choice Quiz #2

Discipline Specific Knowledge and Skills

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

- Explain the roles played by copyright
- Critique and evaluate the discourses surrounding copyright.

Assessment tasks

- Active Tutorial Participation
- Tutorial Test
- Multiple Choice Quiz #1
- Multiple Choice Quiz #2
- 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

- Critique and evaluate the discourses surrounding copyright.
- Formulate research-supported arguments in written and oral formats.

Assessment tasks

- Multiple Choice Quiz #1
- Essay

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

- Formulate research-supported arguments in written and oral formats.
- Select and integrate information from a variety of appropriate sources in responding to areas of debate.

Assessment tasks

- Multiple Choice Quiz #1
- Multiple Choice Quiz #2
- Essay

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 outcome

- Formulate research-supported arguments in written and oral formats.

Assessment tasks

- Active Tutorial Participation
- Essay

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

- Recognise and reflect on social, cultural and ethical issues affected and effected by copyright.
- Engage in the process of learning

Assessment tasks

- Active Tutorial Participation
- Essay

Changes from Previous Offering

New assessments (multiple choice quizzes) have been introduced. There were previously five tutorial quizzes, these have been reduced to one.

Content has been updated to reflect changes in the field.

Changes since First Published

Date	Description
17/06/2019	Examples of active tutorial participation added.