MAS 104

Australian Media

S1 Day 2019

Department of Media, Music, Communication and Cultural Studies

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Disclaimer

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General Information

Unit convenor and teaching staff Unit Convenor Dr Rachael Gunn rachael.gunn@mq.edu.au Contact via rachael.gunn@mq.edu.au 10 Hadenfeld Ave, room 153 Consultation by appointment. Tutor details will be available on iLearn.
Credit points 3
Prerequisites
Corequisites
Co-badged status
Unit description This unit offers an introduction to the media in Australia. It is suitable for students interested in pursuing further media studies, and also for those wanting to be better informed and more critical consumers of Australian media. As well as offering an overview of its historical development, the course examines traditional media (such as the press, radio, cinema, and television), emergent media forms and practices, and contemporary issues that affect Australian media. In this unit you will explore questions such as: How is Australian nationhood realised through media? What is the relationship between media and democracy in Australia? How important is television and film in terms of knowing who we are? Has national identity or identities been forged through media in the past, and how is this relationship to the national changing with new media technologies and practices? The course provides an important introduction to media issues, organisations and cultures in Australia that will be useful to any future career in the media.

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:

Demonstrate a heightened capacity for independent research of text-based and audio-visual media

Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms

Synthesize the studied material and thoughtfully deploy them in support of a critical argument

Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically

Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors, including technological changes, political agendas, and the influence of international traditions, models and ideas

Demonstrate an improved ability to be an active and critical consumer of Australian media content

General Assessment Information

Feedback

Feedback on assessments and student learning and performance will be provided in a range of ways. Students will receive formal individual feedback on their performance in assessments in the form of general comments, rubric, and in-text comments attached to assignments marked in Grademark/Turnitin. They will receive informal feedback with their cohort through the 'announcement' function in iLearn and also in lectures. They will receive informal feedback with their tutorial group during weekly tutorials. They may receive further individual feedback from the unit staff in email communication and personal consultations.

Marks are made available in the Gradebook function in iLearn.

Assessment Tasks

Name	Weighting	Hurdle	Due
Content Engagement	10%	No	Ongoing
Online Quizzes	20%	No	Ongoing
Online Responses	25%	No	Ongoing
Major Essay	45%	No	11:59pm Thursday Week 12

Content Engagement

Due: **Ongoing**
Weighting: **10%**

Overview

For this assessment, you will be marked on a weekly basis on your engagement with the unit materials in the tutorials. Content engagement assesses the consistency and quality of your contributions to in-class discussions and activities, such as:

- contributions to class discussions facilitated by the lecturer/tutor by critically drawing upon unit materials
- consistent preparation for tutorials including reading set texts, watching the lectures, and bringing relevant notes and materials to class
- enhancing the positive learning environment of the tutorials through productively participating in set discussions and activities in a constructive, supportive, and respectful way
- asking considered and pertinent questions
- thoughtful attempts to share and develop ideas with peers and tutor in a way that makes connections across readings and/or with contemporary events

Students should bring a copy of the required readings and their study notes to each tutorial. Students are also encouraged to bring examples to class and to highlight the connections between readings. Resources for this assessment will be posted on iLearn.

Tutors will evaluate and keep records of your attendance and content engagement in weekly tutorials. Please refer to the 'Extensions and Late Penalties' section below for further information. Tutors will provide informal feedback on each tutorial's performance (as a group) in this assessment during weekly tutorials. Marks for this semester will be finalised at the end of semester.

Assessment criteria

- evidence of consistent preparation for tutorials
- informed contributions to discussion in tutorials
- thoughtful attempts to share and develop ideas with peers and tutor
- evidence of critical reflection on your own understandings and perspectives
- regular attendance at tutorials

For a full assessment rubric, please refer to the unit's iLearn page. Assessments standards in this unit align with the University's grade descriptors, see further here.

On successful completion you will be able to:

- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors, including technological changes, political agendas, and

the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Online Quizzes

Due: **Ongoing**
Weighting: **20%**

Overview

These online multiple-choice quizzes are designed to promote consistent engage with the unit content and to also provide regular feedback on unit engagement and understanding. The quizzes will draw on a range of unit materials, including weekly lectures and set readings. Students should refer to the instructions available on iLearn for further information.

Submission instructions

The weekly quizzes are hosted on MAS104's iLearn site. As this is a timed assessment, students must respond to these activities within the stated deadlines on iLearn. Please refer to the 'Extensions and Late Penalties' section below for further information.

On successful completion you will be able to:

- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Online Responses

Due: **Ongoing**
Weighting: **25%**

Overview

Media graduates are increasingly required to be multi-skilled, tech-savvy, clear communicators in a range of contexts and formats, independent workers, and highly organised. This assessment has been designed for students to hone these skills and attributes, while also encouraging them to critically engage with the unit materials and thus develop their knowledge of the Australian mediasphere.

Online Responses will include critically engaging with the weekly readings, critical reflection, and further research. Students should refer to the instructions available on iLearn for further

information. Examples of this assessment will be discussed in lectures, and resources will be posted on iLearn.

Submission instructions

Online responses will be hosted on MAS104's iLearn page. As this is a timed assessment, students must respond to these activities within the stated deadlines on iLearn. Please refer to the 'Extensions and Late Penalties' section below for further information.

Assessment criteria

- Understanding and application of relevant theoretical idea(s) and topic(s)
- Reflection on own understandings, positions, and perspectives
- Preparation and organisational skills
- Communication in relevant academic styles
- Engagement with group forum activities, including timeliness and number of forum posts

For a full assessment rubric, please refer to the unit's iLearn page. Assessments standards in this unit align with the University's grade descriptors, see further here.

On successful completion you will be able to:

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Major Essay

Due: **11:59pm Thursday Week 12**
Weighting: **45%**

Assignment Outline

The Major Essay is designed for students to develop and showcase their academic research and writing skills, their understanding of the key ideas and themes covered in the unit, and capacity to develop and support a critical argument. Examples of this assessment will be

discussed in lectures, and resources will be posted on iLearn.

Requirements

- 1700 words (plus or minus 100 words, including all in-text references, not including reference list)
- Address one of the set questions available on iLearn
- Include a minimum of 8 scholarly sources (at least 3 MAS104 required readings, at least 3 through independent research)
- Referencing in **Harvard style** (students should consult the referencing guide provided on iLearn)

Submission instructions

In **Week 8**, you will submit:

- a thesis statement (that is, a summary of your main argument in one or two sentences)
- a sample paragraph from your essay (this may be from any part of the essay - for example, the introduction, a body paragraph, etc).

This material is due on iLearn by **11.59pm Thursday 2 May**. You will be given individual feedback on your work and are advised to incorporate any suggestions in your essay. Please note: we are only able to provide feedback on one submission and will not provide an exhaustive list of every possible or potential improvement. This is simply an opportunity to gain some early formative feedback on your essay. It is fine for you to change topics after Week 8. If you have additional questions, please make use of the consultation times listed on iLearn.

In **Week 12,** you will submit the final version of your essay on Turnitin (due **11:59pm Thursday 30 May**). The submission link will open a week before the assessment is due. If any issues arise during submission, you must email your tutor ASAP with a copy of your assessment. See here for a guide to using Turnitin.

Please refer to the 'Late Submission Penalty' section for details on late submission and special consideration.

Assessment Criteria

Students will be assessed in terms of their level of ability to:

- Understanding and critical engagement with key readings in the unit
- Independent research within the discipline
- Use of research and reading to support a critical argument
- Organisation of argument including clearly addressing the question
- Clarity of communication
- Accurate and appropriate referencing

For a full assessment rubric, please refer to the unit's iLearn page. Assessments standards in

this unit align with the University's grade descriptors, see further here.

On successful completion you will be able to:

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Synthesize the studied material and thoughtfully deploy them in support of a critical argument
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Delivery and Resources

Delivery Mode

Day (Internal).

Unit Requirements

A 3-credit point unit equates to an average of 10 hours of work per week over the 15 weeks of session (150 hours). Therefore, it is expected that you will spend 10 hours per week on MAS104, which includes lectures, tutorials, and private study. Private study may include reading time (completing the required readings) and preparation for assignments.

Students are reminded that they will be assessed on their knowledge of the unit content, which includes the weekly lectures and required readings.

Required Readings

MAS104 has weekly required readings that must be read *prior* to that week's tutorial. All the required readings will be listed on iLearn and will be available through the library's MultiSearch function. Students must bring a copy of the reading and their study notes to tutorials.

Technologies Used and Required

The assessments in this unit require word-processing skills and access to a web browser. Students will be expected to submit written material in class and online, and should therefore be equipped with appropriate technology and writing materials to do so.

Readings can be accessed via a web browser and should be downloaded onto a portable device or printed so that it can be easily accessible in tutorials. Students should also bring writing materials and any study notes to tutorials.

Unit Schedule

This unit consists of weekly 1-hour lectures and 1-hour tutorials in weeks 1-11. Students are expected to attend every tutorial and attend (or watch on the unit's iLearn site) every lecture.

Lectures and tutorials for this unit begin in Week 1.

Tutorial times and classroom information is available on the MQ Timetables website here.

The topic schedule, reading list, and further materials are available on iLearn.

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-central). 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). 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 (https://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/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

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

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

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Synthesize the studied material and thoughtfully deploy them in support of a critical argument

Assessment tasks

- Online Responses
- Major Essay

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

- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Assessment tasks

- Content Engagement
- Online Quizzes
- Online Responses

- Major Essay

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

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Synthesize the studied material and thoughtfully deploy them in support of a critical argument
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Assessment tasks

- Content Engagement
- Online Quizzes
- Online Responses
- Major 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

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Synthesize the studied material and thoughtfully deploy them in support of a critical argument
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Assessment tasks

- Content Engagement
- Online Quizzes
- Online Responses
- Major 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

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms

- Synthesize the studied material and thoughtfully deploy them in support of a critical argument

Assessment tasks

- Content Engagement
- Online Responses
- Major 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 outcomes

- Demonstrate a heightened capacity for independent research of text-based and audio-visual media
- Demonstrate sharpened academic writing skills, and an ability to apply knowledge and critique in written forms
- Synthesize the studied material and thoughtfully deploy them in support of a critical argument
- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically

Assessment tasks

- Content Engagement
- Online Responses
- Major 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

- Demonstrate understanding of how media contribute to a sense of Australian culture and how they have done so historically
- Demonstrate increased knowledge of the Australian mediascape in the local/national context, and an understanding of how these media forms, industries and practices have responded to a range of factors, including technological changes, political agendas, and the influence of international traditions, models and ideas
- Demonstrate an improved ability to be an active and critical consumer of Australian media content

Assessment tasks

- Content Engagement
- Online Responses
- Major Essay

Changes from Previous Offering

The Mini Essay has been replaced with a draft submission of a thesis statement and sample paragraph from the Major Essay, and multiple-choice quizzes. This ensures students still receive formative feedback on their work, and helps capture different modes of learning and ways of communicating.

Late Submission Penalty

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 (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

Students with a pre-existing disability/health condition or prolonged adverse circumstances may be eligible for ongoing assistance and support. Such support is governed by other policies and may be sought and coordinated through Campus Wellbeing and Support Services.