GUIDE FOR MEDIA AND COMMUNICATIONS
POSTGRADUATE COURSEWORK STUDENTS

2017

http://sydney.edu.au/arts/media_communications/

Welcome to the Department of Media and Communications

The Department of Media and Communications is part of the School of Literature, Art, and Media (SLAM). You can find us in the John Woolley Building (A20) on Level 2.

General Inquiries can be directed to our school’s administrative officers in the school’s reception on the third floor (one floor above us) in Room N386.

Reception Office Hours:
Mon - Thur: 10am - 5pm/ Fri: 10am - 4pm

Administrative Officers:
Georgia Holmes or Eileen Corrigan
Phone: (612) 9351 2349
Email: slam.enquiries@sydney.edu.au

Postgraduate Coursework Inquiries can be directed to the Postgraduate Coursework Coordinator:

Dr Olaf Werder, Lecturer
Room N221
Ph: (612) 91141219
Email: olaf.werder@sydney.edu.au

Chair of Department:

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Level 2
John Woolley Building (A20)
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AUSTRALIA
WELCOME

It is my great pleasure to welcome you to the University of Sydney and to congratulate you on your admission to a postgraduate degree. Whether you are a recent graduate, an international student or a mid-career professional I can assure you that the Department of Media and Communication (MECO) will provide a supportive and stimulating environment for your study.

Postgraduate students are highly valued by the University, and especially within MECO. Our lecturers and tutors share with you a wealth of professional experience and a diversity of backgrounds, reflected in the range of degrees we offer. You will find that our teaching is research-led and student-centred, meaning you are joining and actively contributing to a vibrant community of scholars.

Many of you have wide experience in the corporate, government and/or non-profit sectors. We encourage you to bring this into lively seminar discussions. Others of you come from countries and backgrounds from which we have a lot to learn. Your perspectives on the issues we discuss and your approaches to the practice we engage in will enrich the learning environment for your peers and instructors.

We understand the challenges of postgraduate study, which often include catching public transport from work to classes in peak hour, juggling caring responsibilities and working to finance your study. For international students there are also the stresses (and joys!) of acclimatising to a new country/city and developing proficiency in a second or third language. Please don’t hesitate to ask for help. This Guide is designed to assist you as a first step but you can feel confident in approaching any of us to request more information or assistance. All our contact details are at the back of the Guide.

We welcome you to visit our offices on Level 2 of the John Woolley Building. Please consider this inviting space your intellectual home at the University of Sydney. We look forward to seeing you here soon.

Dr Olaf Werder
Lecturer
Postgraduate Coursework Coordinator
Degree Director, Master of Health Communication
Introduction

This booklet contains information that will assist you throughout your degree. Please read it carefully and keep this guide for future reference. It supplements your Unit of Study outlines and Course Readers, which also contain important information. For updates, please check the MECO website at: http://sydney.edu.au/arts/media_communications/

Shaping your Degree

The Postgraduate Coursework Degrees in Media and Communications (including Media Practice, Strategic Public Relations, Publishing, Digital Communication and Culture, and Health Communication) are designed so that you can choose elective units that suit your own interests, ambitions and background.

Each Degree has a dedicated Director who is able to provide you with advice regarding your degree progression, unit selection and course content. The Degree Directors appointed for 2017 are listed below.

Digital Communication and Culture: Dr Chris Chesher
Health Communication: Dr Olaf Werder
Media Practice: Dr Bunty Avieson
Publishing: Dr Megan Le Masurier
Strategic Public Relations: Dr Mitchell Hobbs

While each degree is distinctive and includes only relevant subjects, we appreciate the need for some students to shape their degree beyond the units listed, or in relation to longer-term research, and for this reason the following options are available:

Cross Listing

Up to two of your elective units can be chosen from other degrees listed in the Arts Faculty Handbook. To enrol in a unit listed in a separate degree, you will need to ask permission at the Faculty of Arts and Social Sciences Office when you enrol. Some units of study will also require you to get permission from the Postgraduate Coursework Coordinator in MECO as well as the Coordinator of the degree within which the unit is taught. The advisor in the Faculty Office will let you know if the unit you are requesting to enrol in is one of these. Permission is usually granted, however there are sometimes class-size constraints. Before applying to cross-list a unit, please ensure that you will also be enrolling in the four core units during the course of your degree and at least one capstone in your third semester.

Capstone Units

All students enrolled in a Masters degree must complete a capstone unit – MECO6904 and 6905 Dissertation (explained below), MECO6928 Internship or MECO6935 Professional Project.

Students intending to apply for the competitive capstone unit MECO6928 will be required to sit and pass a skills test, which will be administered at the Capstone Information Session in the second semester of their degree. For those students without media writing experience, enrolment in MECO6901 Dealing with the Media is advised.
Attendance at the Information Sessions is mandatory for enrolment in MECO6928. 
*Departmental approval is required to enroll in MECO6928.*

**Dissertation Units**

For students wishing to engage in a longer research project on a specific topic, we have developed the two dissertation units. Dissertation Part 1 and Dissertation Part 2 are taken sequentially (you can't enrol in both in the same semester) and require a 12,000-word dissertation, which is written under the supervision of a MECO staff member. Completing the Dissertation Units is important if you are interested in going on to higher research. If you complete these units and graduate from the Masters with a distinction average, you may be eligible to enrol in a higher research degree.

If you are interested in this option, you will need to send a 1,000 word dissertation proposal to Dr Fiona Giles, the Unit of Study Coordinator for Semester 1, 2017 or Dr. Benedetta Brevini, the Unit of Study Coordinator for Semester 2, 2017, outlining your topic and the methodology you intend to adopt. She will consult the Degree Director who specialises in your chosen field. For more detailed information on preparing a proposal, please contact Dr. Giles or Dr. Brevini respectively.

It is important that a staff member qualified to supervise you in the area you propose to study is identified before you are granted permission to enrol. Before emailing Dr. Giles or Dr. Brevini your proposal, it is wise to look at the research interests of MECO staff to ensure that supervision is likely to be available (see MECO Staff Directory at the end of this booklet and on the MECO web pages).

If you do enrol in the dissertation units, it is recommended that you also enrol in the units MECO6939 Research Methods and/or MECO6940 Theoretical Traditions and Innovations. *Departmental approval is required to enroll in these units.* These are designed to provide an overview of possible research methods and theoretical frameworks for your dissertation. Units in other degrees may also be of use, such as: SCLG6901 Doing Social Research (for empirical studies) and WMST6902 Arguing the Point (for cultural and textual analysis).

Dissertation units are generally only available to Masters students, however, if you are enrolled in a Graduate Certificate or Graduate Diploma and intend to upgrade to the Masters after the completion of your first four units, you can be still be considered. *Please note that the two units are completed sequentially, in different semesters, and cannot be taken together.*

**Examples of Dissertation Subjects by former MECO students**

- Chinese youth and mobile news consumption
- The role of Internet communications in US election campaigns
- Documentary feature films and the influence of New Journalism
- Indigenous health television news coverage in Australia
- Wikileaks: A new model of journalism?
- How Important are Book Covers for Consumers in the Digital Age?
- The Other Women of the Weekly: Representations of non-Caucasian Races in The Australian Women's Weekly
- Exceptions to the Rule: Interrogating the Conditions Under Which Journalists Break their Promises of Source Confidentiality
Advanced Standing and Recognition of Prior Learning

If you have extensive industry experience in your degree area, have reached a senior level in the workplace, or have already completed study elsewhere that is similar to any of our core units and feel that some of these may be redundant, you can apply for advanced standing. This enables you to waive one or two core units and instead enrol in additional electives. Please note that you are still required to complete the same number of units as other students.

If you have completed an Australian qualification, you may be eligible to have that qualification recognised as part of your next course of study. Recognition of your prior learning (RPL) may take the form of a reduced volume of learning in your new course (up to 24 credits). If you are interested in applying for advanced standing or need advice regarding how RPL and credit apply to your studies, please contact the Postgraduate Coursework Coordinator.

Research Pathways

If you are interested in the dissertation units or have already completed an honours dissertation or other masters or diploma, and would like to consider enrolling in a higher research degree, further information is available at: http://sydney.edu.au/arts/media_communications/postgrad_research/index.shtml
You may also speak to the Postgraduate Research Coordinator, Assoc Prof Tim Dwyer.

Consultation with staff

Academic members of staff are available for face-to-face consultation during semester. You will find their consultation hours in unit of study outlines and posted in the foyer of the MECO Department. If you are unable to come at these times, please email your lecturer to make an appointment for another time. You can also ask questions during class, and immediately before and afterwards. Your lecturer will let you know if it is acceptable for you to call or email them at other times. For further information or assistance you can also contact our helpful School Administrative Officers, Georgia Holmes or Eileen Corrigan on 9351 2349 or email slam.enquiries@sydney.edu.au.

Raising concerns with staff

All members of staff are committed to the welfare of students and we welcome your feedback. We value our working relationship with students and strive to treat all students fairly and to be as transparent as possible about our methods of assessment. We also invite our students to give us regular written evaluations of all units of study.

If you have concerns about any aspect of a unit of study, ranging from teaching to assessment methods, you should make an appointment to discuss your concerns with the relevant lecturer or Unit of Study Coordinator. If you are not satisfied with the response, you may put your concerns in writing to the relevant Degree Director or the Postgraduate Coursework Coordinator. In the event that your concerns relate to a unit of
study taught by the Postgraduate Coordinator or you are not satisfied with the response to your concerns, you may put your concerns in writing to the Chair of Department. It is best to raise concerns as soon as they arise. No student will be discriminated against for making a complaint.

**Publishing**

It’s common for media professionals to use social media channels to share knowledge, discuss ideas and to promote their creative works. Blogs, media sharing sites, wikis and forums are increasingly important tools for audience, business and corporate engagement. However, we ask that you follow two basic guidelines about social media publishing of learning situations at this University, particularly in live blogging of classes or lectures.

First, while we invite you to freely share online the ideas we are dealing with in class, we ask you not to publish the names or images of other students, lecturers or tutors without their permission.

This is in line with the principle of informed consent for publication, which we use in interview and documentary recording. If you wish to attribute any individual comments made during classes, we ask that you seek permission from the speaker or author. In turn, we will ask your informed consent if we wish to document your participation in class events and to publish this on a general access public platform such as the web.

Secondly, we ask that your social media publishing demonstrates respect for cultural diversity, diversity of opinion and existing media regulations.

In particular, please be ethical and professional in your critique of others’ work, and ensure you follow all applicable defamation, privacy, copyright, telecommunications and other media-related laws when publishing on social media platforms.

**Access To Computer Labs and Media Equipment**

If you are doing a media production oriented unit, when on campus you will have access to the university production environment, which utilises shared production and learning technologies. Predominately you will be working in one of the MECO supported facilities: Brennan LS120 or Education ML226 and 227, and Radio 1.04.

The Department of Media and Communication will organise access based on enrolment records and timetable allocation. Access is gained by using your student ID card as an electronic access card. Student ID cards should work automatically, but if your card does not you will need to activate your student card by visiting Security, on Level 2 of the Services Building, on the corner of Codrington and Abercrombie Streets in Darlington. If you wish to work in the lab outside class time, you must use the MECO online booking system to secure additional time in these spaces. To access the booking point system, use the following link: [http://dmu.arts.usyd.edu.au/loanstore](http://dmu.arts.usyd.edu.au/loanstore).

As part of your production work you may be able to borrow MECO media equipment including solid-state audio recorders, still cameras, video cameras, tripods and accessories. Please check with your lecturer to make sure your class has this access and your name has been added to the online booking system.
Once your name has been added to the system you will find extensive information about how to book and use MECO equipment on the MECO production site, including a guide to using the booking system:


You will need your unikey and password to gain access to this site.

Assignments

Submitting Assignments

Most units of study require submission in digital form only, via Blackboard Learn, or in both digital and hardcopy (or other) form to facilitate marking. Please check the submission expectations in your unit outline, and clarify any details with your unit coordinator or tutor. Students should ensure they submit in both forms when requested to do so. The dual submission usually only applies to media production units. Please note that the department – along with the University – has moved to a primarily online submission of all traditional assignments (essays, short papers and such) via Turn It In or Blackboard so it is essential that you familiarise yourself with your Blackboard unit site early to understand the process of submission and marking.

The due dates of assignments should be clearly explained in your unit of study outline.

If you are submitting hard copy or related assignments, please enquire with your unit coordinator about the way she/he likes to receive your non-digital assignment. In all other instances, you will submit your assignment via the assignment drop box folder in your eLearning (or Blackboard) course companion site.

The Department does not accept written work by fax or email, unless it is an express requirement in a unit of study, or a special arrangement has been made to do so. The Department may accept written work by registered mail, by prior arrangement with the lecturer concerned in special negotiated circumstances.

Students are required to keep a copy of all assignments.

You should not attach any images, videos or other material you consider valuable to your assignments – unless these are the actual assignments (such as in production or design units). While we treat all such material with care, we cannot take responsibility for its safe return.

Collecting Assignments

Most staff members will return your assignment to you online via Blackboard Learn, or – in some instances (see above) in class. If you are unable to attend the class when assignments are being returned, you can collect your assignment from your unit coordinator. If you are an international student and need to leave Sydney before your final assignments are returned to the John Woolley Building for collection, please bring a self-addressed envelope to the school reception before you leave and our Administrative Officers can post the assignments to you.

Staff will endeavour to make all assignments handed in on time available for collection within three weeks of the date they were submitted.
Late Policy

The Faculty of Arts policy on late work is that if you fail to submit your work by the due date you will lose marks. Late penalties apply from the day after the published due date.

The penalty applied is 2 per cent per day or two marks (out of 100) per day, where 'day' refers only to working days (i.e. week days). For the purpose of this policy, 'two marks' means two full points off the awarded mark, not two per cent of the awarded mark. So, an assignment due on Thursday 4 September and handed in on Tuesday 9 September, and awarded a before-penalty mark of 68 per cent, will be awarded a final, penalised mark of 64 per cent. For assignments marked out of a maximum total other than 100, the penalty will apply pro rata.

We understand that students encounter difficulties of various kinds during their study and we are able to refer you to appropriate counselling services where necessary, but it is your responsibility to contact the Unit of Study Coordinator if you do have problems that affect your attendance or prevent you meeting assignment deadlines.

Extensions may be granted in the case of illness or misadventure (see p.10).

Word Length

For written pieces, word limit counts should include all quotations and in-text references but exclude footnotes and bibliographies for academic essays, and transcripts of interviews and interviewee contact details for journalism assignments.

Requirement to Submit All Assignments

It is MECO Department policy that in order to pass a unit of study you must submit all assignments described in the outline.

Recycling Assignments

On no account should assignments already submitted in one unit be submitted again in the same unit, or another unit. This policy also applies to sharing or repurposing interview material, images, video and audio footage unless you have written approval from your unit coordinator and have indicated this approval on your cover sheet. For further information see Academic Honesty (p.15).

Review of Grades

Appealing Academic Decisions

An academic decision is a decision that affects the academic assessment or progress of a person within his or her award course. An appeal against an academic decision can include:

- an appeal to review a decision not to grant Special Consideration in a unit of study
- an appeal to review a grade
- an appeal against a Faculty decision to exclude a student from an award course
Any student may contest an academic decision that affects him or her. Marking is regarded as an important part of the teaching and learning experience and academic staff work hard to ensure that marking is consistent and fair, and that the criteria used for grading assignments are transparent. Students are given information about these criteria in their unit of study outlines, in tutorials and lectures, and in some cases, on grading sheets that are attached to marked assignments. You are always welcome to approach lecturers or Unit of Study Coordinators to discuss the comments on your assignments, to get an explanation of your grade and to get advice on improving your grades in the future.

**Process:** If a student considers that a mark or grade they received, or a decision regarding special consideration may be unfair or incorrect, the student should first contact the relevant Unit of Study Coordinator to discuss his or her concerns. If the Unit of Study Coordinator is not available, the student should contact the Chair of Department or Postgraduate Coordinator. If a student’s concerns are not resolved through discussion, and the student genuinely believes due academic process has not been followed, they may lodge a Departmental Appeal. A Departmental Appeal must be submitted within 15 working days of the relevant mark or grade being made available to students, or of being informed of the decision regarding special consideration.

Further information on the Student Appeals against Academic Decisions Policy, and the process and forms required to lodge an appeal, are available at http://sydney.edu.au/arts/current_students/appeal_academic_decision.shtml

**Simple Extension, Special Consideration, Special Arrangements**

**Simple Extensions**

The Media and Communications Department gives extensions only in cases of illness or misadventure. ‘Misadventure’ refers to circumstances that could not have been foreseen. It does not include the pressure of other University work: due dates are notified well in advance, and students are expected to plan their work accordingly.

For simple extensions of up to five days, students should apply to the Unit of Study coordinator BEFORE the due date of the assessment. No documentation (e.g.: medical certificate) is required, however applications should be made by email and the granting of an extension will be determined by the Coordinator. A copy of the correspondence confirming the extension, including your name, SID and UoS code, must be attached to the submitted work. Work submitted after the new, extended due date will be subject to regular late penalties (see p. 8-9). Only one simple extension can be granted for each assignment. Students who encounter significant difficulties (serious illness or misadventure) should consider applying for Special Consideration. This will require documentation and must be lodged via the central online system.

Be aware that requests for extensions may be refused and late work may receive limited feedback. Students should read the policy and understand the process for applying for extensions and Special Consideration, discussed below. The policy is here: http://sydney.edu.au/arts/current_students/special_consideration.shtml
Special Consideration

Special Consideration should be sought only in cases of extreme difficulty affecting your ability to attend class and complete assessment requirements.

If you are experiencing difficulties meeting the demands of the course because of bereavement, ill health, or other personal matters it is imperative that you take the time to contact the Unit of Study Coordinator and inform them of the problem. In such circumstances, you will be able to seek Special Consideration and formulate a plan for completing course requirements. In most cases you will be able to avoid withdrawing from, or worse, failing a unit of study.

You should think carefully before applying for Special Consideration as it is usually reserved for cases of serious illness or misadventure. It is not normally used as a way to address issues with a single assignment. The Special Consideration process culminates in a Departmental meeting (the Board of Examiners) to consider individual cases. It is designed to provide solutions to prevent inequities caused by mishap, illness or misadventure. Solutions might include waiving attendance requirements and due dates, or adjusting the final grade.

Students should apply online for Special Consideration and formal extension (of up to 20 days) via the Faculty of Arts and Social Sciences online system. Instructions, document requirements and forms can be found at: [http://sydney.edu.au/arts/current_students/special_consideration.shtml](http://sydney.edu.au/arts/current_students/special_consideration.shtml)

Some things to be aware of in regard to Special Consideration:

- Special Consideration cannot be used to adjust your performance in an individual essay. It is very difficult to improve your mark retrospectively. This should have been factored into a request for extension before the essay was due. If you feel your grade should be reviewed, there is a separate process for this (see p.9).

- Formal applications for special consideration should be lodged no later than three (3) working days after the assessment. Where circumstances preclude this, a student may still apply for special consideration but must provide a reasonable explanation for the delay.

- Special Consideration is date and matter specific. What this means is that the paper trail for your Special Consideration must be as accurate and consistent as possible, and updated, if required, through the Faculty Office. This must be done formally through the Faculty, not through emails to staff. While emails to staff can be useful to keep staff up to date, in the official process only matters taken through the Faculty Office count. If a new misadventure occurs in the period you have been granted special consideration, or the time-frame changes, then you should update the information through the Faculty.

- Because the final determination in relation to Special Consideration is made at the end of semester, you may need to communicate with academic staff beforehand to check on the need for extension requests, or review of course requirements.

Special Consideration exists to ensure that students are not disadvantaged by adverse personal circumstances beyond their control. It exists so that students don’t simply ‘drop off the map’ and end up paying for a unit of study that they might fail as a result of
misadventure. Special Consideration is especially appropriate in cases where you need to come up with a plan to re-shuffle a number of assignment dates.

Special Arrangements

Special Arrangements are available to any student enrolled in a Faculty of Arts unit of study who is unable to meet assessment requirements because of one or more of the following situations:

1. essential religious commitments or beliefs (including cultural and ceremonial commitments);
2. compulsory legal absence (for example, jury duty, court summons, etc.);
3. sporting or cultural commitments, including political/union commitments, where the student is representing the University, state or nation;
4. birth or adoption of a child; or
5. Australian Defense Force or emergency service commitments (including Army Reserve).

Requests for Special Arrangements may only be lodged via the Faculty of Arts and Social Sciences online system. Instructions, document requirements and forms can be found at [http://sydney.edu.au/arts/current_students/special_consideration.shtml](http://sydney.edu.au/arts/current_students/special_consideration.shtml)

If you are not satisfied with the outcome of an application for Special Consideration, Special Arrangement or simple extension, or believe that due process was not followed, you may appeal against the decision following the appeal an academic decision process, found at:


Attendance

The start of semester

Semester starts in Week One and ends after the examination period, usually the end of Week 16. The Department considers it of the highest importance that students are available at least until the submission of their final assignments, and that they participate from Week One. Travel should be planned around formal university semesters. In rare instances where students are unable to start semester in Week One they should contact the Unit Coordinator in advance to arrange readings, so that they are ready to join the unit.

As per Faculty policy all MECO students are expected to attend a minimum of 80 per cent of all tutorials/seminars pertaining to their units of study. The MECO Department also regards attendance at lectures and tutorials as central to success in a unit. By missing seminars, students may jeopardise their chance of successful completion of the unit. Attendance is particularly important in units that include group work, and production (i.e. radio, video and online). Participation, assessable in some units, is contingent upon attendance. The case of any formally enrolled student who is absent from 50 per cent or more classes, regardless of the reasons for the absences, will be automatically referred to the Board of Examiners' meeting for a determination as to whether or not the student should pass the unit or, if a pass is award, the level of penalty that should be applied. Academic policies on attendance and progression can be found at [http://sydney.edu.au/arts/current_students/policies.shtml](http://sydney.edu.au/arts/current_students/policies.shtml).
Postgraduate students often have complicated and busy lives entailing long working hours, family commitments and sometimes travel for work. Please keep in touch with your lecturer and let him or her know if you know in advance if you are going to be absent. If unexpected work or travel commitments arise, you can sometimes compensate for missed classes by seeing your lecturer in consultation hours, or keeping in touch via email to ensure you are being adequately informed of class requirements. Explain your reasons for absence and the measures you are taking to compensate. Please consult with the Postgraduate Coursework Coordinator if you are unsure how to make this judgement. In some cases it may be more appropriate to apply for Special Consideration if you are required to miss multiple classes.

**Late Enrolment**

Entering a unit after Week Two can only occur with Departmental approval. Students will be required to apply for Special Consideration in order for their case to be assessed. Application for Special Consideration will need to be accompanied by travel documents, an explanation of the reason for travel, and/or medical certificates. Students may be refused entry into the unit and or requested to do study in lieu of the missed classes. Vacation is not considered legitimate grounds for Special Consideration.

In the case of units that draw on production resources such as Online Journalism, Broadcast Journalism and Social Media Communication, students cannot be guaranteed a place in the unit unless they have properly enrolled in the unit and a workshop, and have attended by Week Two.

If you choose to withdraw from a unit, it is important to let the Unit Coordinator know immediately, so that your place may be allocated to other students.

**Timetable Changes**

Seminars begin in Week One. Although you may change classes within the same unit it is important to have done this by the end of Week Two as the timetabling system does not accept changes beyond this time. Students are responsible for changing their timetable up to then.

It is also a good idea to renew your timetable at the beginning of Week One, as there may have been significant timetabling changes. This can be done by visiting the timetabling website and downloading a new timetable. If you need to change anything in your timetable, please contact the Student Centre by phone on +61 2 8627 8200 or visit the office in the Jane Foss Russell Building.

**Assessment Guide**

All assignments are marked and returned to students with a mark out of 100. Your marks for different assignments are added together to form your final grade.

The following gives you a guide to how we grade assignments. Please note that there is some variation between criteria for assignments in different units of study and between academic essay assignments and production assignments.
Essay grading criteria

HD  85-100% Work of outstanding quality, demonstrating an excellent standard of written English and of criticism, logical argument, interpretation of materials or use of methodology. Evidence of extensive research and use of primary sources, a thoughtful structure, substantial additional work and independent learning. This grade may be given to recognise particular originality or creativity.

DI  75-84% Work of superior quality, demonstrating a command of language, sound grasp of content, efficient organisation and selectivity. Evidence of relevant research, additional work and independent learning.

CR  65-74% A sound performance, competent and appropriate. Work that is well written and demonstrates good research skills. Demonstrates a clear grasp of the basic skills and knowledge. Work of good quality, showing more than satisfactory achievement.

PS  50-64% A satisfactory attempt to meet the demands of the assignment. Demonstrates understanding and command of basic skills and core knowledge. The assignment may have significant weaknesses, or may not be wholly successful or coherent, but shows at least satisfactory achievement in more important aspects.

FA  49% or less Work that does not meet the basic standards for postgraduate work. A mark in this range indicates an inadequate understanding of the methodologies and subject matter of the field or fields studied, and significant deficiencies in argument and expression.

Production Grading Criteria

The grading criteria for production units of study (production in print/online/audio or video) may vary slightly between units but the broad descriptors are as follows:

HD  85-100% A grade at this level indicates work of outstanding overall quality. It will consist of an original and ambitious project, which has achieved its goals with a very good to high level of technical competence (in relation to the experience of the student). It will have been well researched and planned and exhibit a highly developed critical awareness of the medium and of issues such as audience and representation. It will be informed both by the strength of its original idea(s) and an appropriate and distinctive structure. It will be work that the Department would normally regard as appropriate to exhibit, publish or broadcast to the University or wider communities.

DI  75-84% A grade at this level indicates work that overall achieves a very high standard. The work will have achieved most of its goals and will demonstrate a significant degree of originality and ambition, with a good level of technical competence in relation to the experience of the student. It will be based on an original idea and will be well structured. It will show significant evidence of research/planning and demonstrate a critical awareness of the medium and of issues such as audience and representation. It will be work that the Department would normally regard as appropriate to exhibit or publish within the School or University.
CR 65-74% A grade at this level indicates work that overall achieves a higher than satisfactory standard. The work will have achieved its principle goal(s) and will demonstrate degrees of originality and ambition. Technically it will be competent in quality with a recognisable and successful overall structure. It will be based on a degree of research and planning and exhibit some critical awareness of the medium and of issues such as audience and representation. It will be work that the Department would normally regard as appropriate to internal Department exhibition or publication.

PS 50-64% A grade at this level indicates work of an overall satisfactory standard but with some significant positive features. It will demonstrate some originality or ambition and a limited critical awareness of the medium and of issues such as audience and representation. Its goals will have been only partially realised although some reasonable attempt will have been made to achieve them. The level of technical competence will range from adequate to poor with significant structural weaknesses. Its weak structure will show evidence of inadequate research/planning. It will be work the Department would not normally regard as appropriate for exhibition or publication.

FA 49% A grade at this level indicates work of overall unsatisfactory to poor quality with no originality or ambition. Its technical standard, content and structure will be weak. There will be no evidence of original research or of a critical awareness of the medium and the Department would not normally consider it suitable for any exhibition or publication.

The following is the list of symbols and their explanations for the final grades you will receive for each unit of study.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>High Distinction (85+)</td>
</tr>
<tr>
<td>DI</td>
<td>Distinction (75-84)</td>
</tr>
<tr>
<td>CR</td>
<td>Credit (65-74)</td>
</tr>
<tr>
<td>PS</td>
<td>Pass (50-64)</td>
</tr>
<tr>
<td>FA</td>
<td>Fail (Work submitted but mark is below 50)</td>
</tr>
<tr>
<td>AF</td>
<td>Absent Fail (Insufficient attendance and/or work submitted/hurdles not completed)</td>
</tr>
<tr>
<td>IC</td>
<td>Incomplete (Data is being processed)</td>
</tr>
<tr>
<td>DC</td>
<td>Discontinue Not Fail</td>
</tr>
<tr>
<td>DF</td>
<td>Discontinued - Fail</td>
</tr>
<tr>
<td>UC</td>
<td>Unit Continuing</td>
</tr>
<tr>
<td>RI</td>
<td>Incomplete</td>
</tr>
</tbody>
</table>

**Academic Honesty**

While plagiarism is often the main focus in universities, other forms of academic dishonesty exist. These include: collusion, recycling, fabrication of data or interview material, or the engagement of another person to produce or complete an assessment task in place of the student, whether for payment or otherwise.

**Recycling Assignments**

Recycling is the submission for assessment of one's own work, or of work that is substantially the same, which has previously been counted towards the completion of
another unit of study. Recycling exists where the lecturer has not been informed that the student has already received credit for that work. This policy also applies to sharing video and audio footage unless agreed to by your instructor. Students who are found to have resubmitted previously marked work will fail the assignment.

For further information about Academic Honesty and procedures relating to it see the Academic Board Policy, 'Academic Honesty in Coursework':

Plagiarism

The Academic Board of the University of Sydney defines plagiarism as 'presenting another person’s work as one’s own work by presenting, copying or reproducing it without acknowledgement of the source'. Plagiarism may take many forms. The most common form of plagiarism is where a student presents written work, including sentences, paragraphs or longer extracts from published work, either word-for-word or in paraphrase, without attribution of its source. Work submitted for assessment may also be regarded as plagiarised where significant portions of an assignment have been reproduced from the work of another student, since this exceeds the boundaries of legitimate cooperation. Paying someone to complete an assignment is also considered plagiarism. Plagiarism is a breach of personal and academic honesty and integrity.

Plagiarism can take dishonest (intentional, knowing) and also negligent (careless, reckless) forms. Both of these are forms of plagiarism and will be treated as such. This means that the onus is on students to work at a high level and follow academic conventions around attribution and referencing.

Of course, you will need to borrow ideas and arguments from other writers and, in general, it is rarely possible for students to come up with original arguments or information. The important thing is that you acknowledge and attribute the source of all material in your essay or other assignment and that, with the exception of direct quotations, you use your own words. Students must keep a record of all drafts and notes collected in the process of their research for an assignment for the entire semester. These items will be called on in cases of alleged plagiarism, and students may also be expected to speak to these materials.

Plagiarism Procedures

Academic honesty is a core value of the University of Sydney and plagiarism is an extremely serious matter. Detection can lead to misconduct procedures being invoked. Any assessor who has reason to suspect plagiarism is required to report their concerns to the nominated Faculty academic. The University of Sydney’s policy regarding plagiarism is found at http://sydney.edu.au/arts/current_students/plagiarism_and_turnitin.shtml

Plagiarism Prevention

As set out in the Academic Honesty in Coursework Policy 2015, all students commencing their study at the University of Sydney postgraduate coursework degree after 1 January 2016 are required to complete the Academic Honesty Education Module (AHEM). AHEM will be located in your My Units of Study section of the LMS. It should take you approximately one hour to finish. Although, you need not do the module all at once, it
must be completed by the end of your first semester. Students who do not complete the entire module by the end of the semester will be required to start over. For further information on academic integrity, check the Educational Integrity webpage at http://sydney.edu.au/elearning/student/EI/index.shtml.

If you are having trouble with referencing, English language expression, or if anything else is inhibiting your ability to complete your work in a timely and academically honest manner, you should see the relevant member of academic staff at the earliest possible opportunity. We are here to help and support you.

For assistance in avoiding plagiarism, some useful web resources are:
http://writesite.elearn.usyd.edu.au/ (especially Module 2. Sources)
http://www.northwestern.edu/provost/students/integrity/
https://www.ox.ac.uk/students/academic/guidance/skills

**Collusion**

Collusion is the inappropriate use of other student's work for your own work. While we encourage the discussion of ideas between students, other students or individuals should not be used to write, research or in any other way contribute to the production of assignment material, unless this has been specifically agreed to as part of a group work contract within your unit of study, in which case a shared mark is assigned.

If you are in doubt about the appropriate level of assistance you can seek from other students, please contact your Unit of Study Coordinator.

**Fabrication**

Fabrication is the inclusion of fictional or modified research data or interview material. Examples include the inclusion of quotations from speech or writing, which were never made, from a real or fictional source, or the alteration of research data to fit the argument of the essay.

Lecturers routinely check source material, and the fabrication of material by students could result in the failure of the assignment. Procedures for investigating fabrication fall under the University of Sydney Policy on Academic Misconduct.

**Submitting work that has previously been submitted, published or broadcast**

While repurposing stories is accepted and even encouraged in some professional journalism settings, we expect students to undertake substantially new research for each university assignment.

Please consult your lecturer if you would like to:

a) incorporate work conducted for another unit, including interviews, images, video or audio footage; or

b) incorporate work conducted for a professional assignment.

Please make sure these approaches are acceptable before you begin your assignment, and if so, to what extent any previously conducted research may be re-used.
Scholarly Engagement

In addition to considering the quality of your learning in class, MECO encourages reflection on the way we interact as students and academics so as to maximise the benefits of our time together. Please see the Scholarly Communication section of the Media and Communications Department Style Guide, at: http://sydney.edu.au/arts/media_communications/resources/index.shtml.

Some units include a participation mark as assessment. The relevant unit of study outline will indicate how your participation mark is calculated or your lecturer will discuss how this will be assessed in the first seminar.

A Special Note on the Library

Offering a range of excellent services and resources, the Fisher Library, which supports the Faculty of Arts and Social Sciences, is found on Eastern Avenue on the Camperdown Campus. In our digitised world, it is easy to forget the benefits of a physical visit to the library, which can include a quiet place to study, a well-appointed meeting room or a consultation with the very helpful Faculty Liaison Librarians who are ready to answer your questions and provide advice. Their contact details can be found at: http://www.library.usyd.edu.au/contacts/subjectcontacts.html. Workshops and resources on researching, referencing, writing and other skills relevant to your study are available to you.

You may be directed to eResources for specific Units of Study. Additional key databases for media and communications students are compiled at http://www.library.usyd.edu.au/databases/media.html. Of special note are the excellent subject guides found at http://libguides.library.usyd.edu.au/media?hs=a.

The Quarter (formerly Badham Library on Science Road) is a unique space for postgraduate coursework students. This exclusive area, which requires swipe card access, is available to you for quiet study, meetings and relaxation.

If You Need More Help

If you are having trouble with your studies, or changes to work or family life are affecting your ability to attend classes or complete your assignments, please let your Lecturer, your Unit Coordinator, Degree Director and, in the last instance, the Postgraduate Coordinator know as soon as possible. We can often make arrangements to provide you with support and assistance, or guide you through the processes for applying for an Extension or Special Consideration.

Additional phone numbers for services to students on campus are provided at the end of this booklet. However, if you are unsure about making contact with any of these services yourself, we are happy to assist you.

We encourage you to also consider the services offered by the Writing Hub, including the units FASS7001 Academic English for Postgraduates and FASS7002 Critical Thinking and Persuasive Writing.

MECO Staff Directory

We have endeavoured to include all staff, full-time and sessional, on this list. Not all staff are on campus at all times. You will be provided with additional contact details and drop-in/appointment times in the first week of semester. If in doubt, please contact the relevant Unit of Study Co-ordinator, noted in the Unit of Study Outline. Find detailed information about staff here http://sydney.edu.au/arts/media_communications/staff/

Fiona Andreallo, Tutor, Social Media
Email: fiona.andreallo@gmail.com

Dr Bunty Avieson, Lecturer, Media and Communications
Email: bunty.avieson@sydney.edu.au
Research interests:
The evolving media landscape in Bhutan, digital media in oral cultures, journalism, literary journalism, writing

Dr Sophia Barnes, Tutor, Media and Communications
Email: sophia.barnes@sydney.edu.au
Research interests:
Literary journalism, creative writing, exegesis

Cherry Baylosis, Tutor, Social Media
Email: cherry.baylosis@sydney.edu.au

Dr Joseph Brennan, Tutor, Media and Communications
Email: joseph.brennan@sydney.edu.au
Research interests:
Media and cultural studies, fan studies, queer theory

Dr Benedetta Brevini, Lecturer, Media and Communications (on leave Sem 1/2017)
Phone: 9351 4734
email: benedetta.brevini@sydney.edu.au
Research interests:
The politics of media and power, the relationship between media and democracy and global media reforms

Dr Marcus Carter, Lecturer, Digital Cultures
Phone:
Email: marcus.carter@sydney.edu.au
Research interests:
Social dimension and experience of game play

Dr Chris Chesher, Senior Lecturer, Digital Cultures
Phone: 9036 6173
Email: chris.chesher@sydney.edu.au
Research interests:
How various information and communication technologies become historically woven through social structures and cultural practices

Associate Professor Tim Dwyer, Media and Communications (on leave Sem 2/2017)
Ph: 9036 5058
Email: timothy.dwyer@sydney.edu.au
Research interests:
Media industries, media convergence and multi-platform transformations, media policy, media law and ethics, mobile and location-based media, new media, online media, newspapers and online journalism, news work, press freedom, media concentration, social media, computer-aided textual analysis, privacy and data protection

Dr Fiona Giles, Senior Lecturer, Media and Communications  
Ph: 9036 6272  
Email: fiona.giles@sydney.edu.au  
Research interests:  
Literary journalism, feature writing and remediation; health humanities including breastfeeding; trauma and memoir; media, gender and sexuality

Professor Gerard Goggin, Research Fellow, Media and Communications  
Ph: 9114 1218  
Email: gerard.goggin@sydney.edu.au  
Research interests:  
Mobile phone studies, Internet studies and disability media studies

Dr Nicholas Goodwin, Tutor, Social Marketing  
Ph: 9036 9521  
Email: nicholas.goodwin@sydney.edu.au  
Research interests:  
Social and behaviour change communications, social marketing, international development, health communications, field experiments, participation, mixed methodology research, Southeast Asia

Dr Mitchell Hobbs, Lecturer, Media and Public Relations  
Ph: 8627 4140  
Email: mitchell.hobbs@sydney.edu.au  
Research interests:  
Media and communication power; political public relations; media relations; agenda setting; framing; advocacy advertising; media sociology; political public sphere; strategic communication; and media policy

Dr Jonathon Hutchinson, Lecturer, Online Communication and Media  
Ph: 9351 2821  
Email: jonathon.hutchinson@sydney.edu.au  
Research Interests:  
Cultural Intermediation, Public Service Media, User Created Content, Community Management, Sharing Economies, eResearch, digital methods, ethnography

Julian Kenny, Tutor, Strategic Public Relations  
Email: juliankenny9@gmail.com

Dr Megan Le Masurier, Lecturer, Media and Communications (on leave Sem 2/2017)  
Ph: 9351 3628  
Email: megan.lemasurier@sydney.edu.au  
Research interests:  
Magazine studies; popular feminism; gender, Slow Journalism; journalism studies

Dr Alana Mann, Senior Lecturer, Media and Communications  
Ph: 9351 2249  
Email: alana.mann@sydney.edu.au  
Research interests:
Public relations as activism, social movement media and communication, international relations and development communication

Dr Fiona Martin, Senior Lecturer, Media and Communications
Ph: 9036 5098
Email: fiona.martin@sydney.edu.au
Research interests:
Public service media, convergent and online journalism, participatory media, digital media ethics, internet history, mobile media

Michelle McAuslan, Tutor, Media and Communications
Email: michelle.mcauslan@sydney.edu.au
Professional interests:
Media law and ethics

Anna-Rose Maguire, Tutor, Media and Communications
Email: annrosemaguire@gmail.com

Dr Craig Munro, Lecturer, Publishing
Email: craig.munro@sydney.edu.au

Dr Agata Mrva-Montoya, Tutor, Publishing
Ph: 9114 1456
Email: agata.mrva-montoya@sydney.edu.au
Research interests: the impact of new technologies on scholarly publishing, editing and books in general; archaeology.

Dr Joyce Nip, Senior Lecturer, Media and Communications (on leave Sem 1/2017)
Ph: 9351 2432
Email: joyce.nip@sydney.edu.au
Research interests:
Chinese social media, Hong Kong journalism, communication and social change, journalism and politics, civic use of media, community media, ethnic media, public journalism

Dr Penny O'Donnell, Senior Lecturer, Media and Communications (on leave Sem 2/2017)
Ph: 9351 3896
Email: penny.odonnell@sydney.edu.au
Research interests:
Journalism theory, Journalism work, Excellence in journalism; future of newspapers; press criticism, listening practices in journalism, international media practice, and community media, diversity and social inclusion

Juli Ormeno, Tutor, Publishing
julieta.ormeno@sydney.edu.au

Stephen Owen, Tutor, Media & Communications
Email: stephen.m.owen@sydney.edu.au

Alison Ray, Lecturer, Media and Communications
Ph: 8627 0211
Email: alison.ray@sydney.edu.au
Professional interests:
Broadcast journalism, long form documentary, online journalism, photography and steadicam
Katie Sorrenson, Tutor, Publishing
Email: katie@iinet.net.au or katherine.sorrenson@sydney.edu.au
Research interests:
Publication design, visual communication, typography, design practice and theory.

Kai Soh, Tutor, Social Media
Email: krs354@uowmail.edu.au

Sue Stephenson, Tutor, Online Journalism
Email: susanjstephenson@gmail.com

Gregor Stronach, Tutor, Publishing
Email: gregor.stronach@sydney.edu.au or gregor@chaser.com.au
Professional Interests: Magazine publishing, feature journalism, news journalism, satire and comedy publishing

John Tonkin, Lecturer, Digital Cultures
Phone: 9036 7043
Email: john.tonkin@sydney.edu.au
Research interests:
Visualisation and data-mapping technologies, 3D animation

Margaret Van Heekeren, Lecturer, News Writing
Email

Dr Olaf Werder, Lecturer, Media & Communications
Ph: 9114 1219
Email: olaf.werder@sydney.edu.au
Research interests:
The role of health communication in public health, community-based health programs, social capital/social agency building, health policy/promotion interaction, Health in the Media, Health and the Humanities/Arts

Pam Walker, Tutor, Media and Communications
Email: pam.walker@sydney.edu.au
Professional interests:
Journalism, community media, news writing, editing

Ian Westbrook, Tutor, Financial and Investor Communications
Ph: 0407 958 137
Email: ian.westbrook@sydney.edu.au
Professional interests:
Investor relations, issues related to communication by stock exchange listed companies and the way these companies tell their stories

Jodie Wrigley, Tutor, Strategic Public Relations
Email: jodie.wrigley@sydney.edu.au
Mobile: 0402 303 555
Professional Interests:
PR Campaigns, Crisis PR, Media Relations in PR
Other Helpful Members of Staff

Administrative Officers
Georgia Holmes or Eileen Corrigan
Phone: (612) 9351 2349
Email: slam.enquiries@sydney.edu.au

Postgraduate Internship Coordinator
Fran Hagon
Email: fran.hagon@sydney.edu.au
Internship Coordinator for Master of Media Practice, Master of Strategic PR, Master of Health Communication, Master of Digital Communication and Culture and Master of Publishing

Program Support Team

Digital Media Unit
For technical support and resources
Ph: 9351 6787
Mob: 0434606922
Email: digitalmediahelp@sydney.edu.au

Loans Store:
Room S202, John Woolley Building (A20), Level 2
Turn right as you enter the MECO foyer and go to the end of the hallway
Ph: 9351 6787
Opening Hours (during semester only):
Monday-Friday: 9am-12pm & 2pm-5pm
Tuesdays and Fridays extended hours till 5:30pm

Digital Media Unit Manager
Phil Glen
Ph: 9351 6851
Email: phil.glen@sydney.edu.au

For a copy of the DMU Guide, which includes information about facilities and equipment, making bookings and reporting faults, please see:

Useful Telephone Numbers and Links

Faculty of Arts and Social Sciences (FASS) Student Services
arts.postgraduate@sydney.edu.au 9351 6673
FASS Student Service Postgraduate Research Manager
Vyvyan Nickels 9351 4807
Humanities Librarian, Fisher
Kim Wilson 9351 2562
Postgraduate Academic Writing Advisor
Dr Bronwen Dyson 9351 7514
Learning Centre 9351 3853
Student Support Unit 9351 6673 or 9351 3129
http://sydney.edu.au/arts/current_students/student_support.shtml
Student Services
International Student Support
8627 8300 / io.mail@sydney.edu.au
Sydney University PG
Representative Assoc. (SUPRA) 9351 3715
Campus Security 9351 3333
Student Counselling 8627 8433
Disability Services 8627 8433
Child Care Information office 8627 8419
Health Service
  • Wentworth Building 9351 3484
  • Holme Building 9351 4095
Parking 9351 3336

Security Note

There is a Security Bus Service to facilitate your movement around campus. Should you require help outside the hours of operation, the Security Office can provide an escort to your vehicle, college or public transport. There is no charge for this service, but at least 10 to 15 minutes notice is required. If their services are stretched they will give an estimate of waiting time.

For more information, please go to:

Map

Location of the John Woolley Building on Camperdown Campus
Disclaimer: While every effort has been taken to ensure the information contained within this guide is accurate, students are reminded that official information and policy is contained within the Faculty Handbook [http://sydney.edu.au/handbooks/arts_PG/](http://sydney.edu.au/handbooks/arts_PG/). You are also encouraged to familiarise yourself with University policy that may affect your degree progress. For further information, see:[http://sydney.edu.au/policies/](http://sydney.edu.au/policies/)