The following guide contains information that you will need to refer to throughout your degree. It is updated each semester. Please read it thoroughly and keep this guide for future reference. This information supplements your Unit of Study outlines, which also contain important information.

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Welcome from Chair of Department

'Welcome to MECO'.

I would like to extend a very warm welcome to students in our department of Media and Communications.

For commencing and returning students, we are delighted that you have chosen this dynamic and intellectually vibrant area of study and professional education, and encourage you to make the most of your opportunities for learning, conversation, interaction, and engagement.

This study guide provides you with essential information about your undergraduate course and units. Please read it carefully — in conjunction with other key information from the Faculty and university.

If you have any questions or concerns, please do not hesitate to contact your lecturer, Undergraduate Coordinator, or myself.

With very best wishes,

Associate Professor Timothy Dwyer
Chair of Department of Media and Communications
Media and Communications Staff

Who we are and how to contact us

The full-time academic teaching staff attached to the Media and Communications Department, including members of the Digital Cultures Program and Digital Media Unit, are located on Level 2 of the John Woolley Building A20 (entry via Manning Road).

Key Contacts for Undergraduate B.A. (Media and Communication) Students:

Associate Professor Timothy Dwyer, Chair of Department
Ph: 9036 5058
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Office: Room S231, John Woolley Building

Dr Megan Le Masurier, Lecturer, Undergraduate Coordinator (S1 2016)
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Email: megan.lemasurier@sydney.edu.au
Office: Room N224, John Woolley Building

Dr Kathy Cleland, Senior Lecturer, Undergraduate Coordinator (S2 2016)
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Professor Gerard Goggin, ARC Future Fellow
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Dr Mitchell Hobbs, Lecturer
Ph: 8627 4140
Email: mitchell.hobbs@sydney.edu.au
Dr Jonathon Hutchinson, Lecturer  
Ph: 9351 2821  
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Dr Alana Mann, Senior Lecturer  
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Dr Fiona Martin, Senior Lecturer, DECRA Research Fellow  
Ph: 9036 5098  
Email: fiona.martin@sydney.edu.au  
Office: Room S208, John Woolley Building

Dr Joyce Nip, Senior Lecturer  
Ph: 9351 2432  
Email: joyce.nip@sydney.edu.au  
Office: Room N223, John Woolley Building

Dr Penny O’Donnell, Senior Lecturer  
Ph: 9351 3896  
Email: penny.odonnell@sydney.edu.au  
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Ms Alison Ray, Lecturer  
Ph: 9036 7226  
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Digital Cultures Program

Dr Kathy Cleland, Senior Lecturer  
Ph: 9351 4721  
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Dr Grant Bollmer, Lecturer  
Ph: 9351 2308  
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Office: Room N225, John Woolley Building

John Tonkin, Associate Lecturer  
Ph: 9036 7043  
Email: john.tonkin@sydney.edu.au  
Office: Room S312, John Woolley Building
Additional members of staff are:

MECO Administrative Officer
Ph: 9036 9521
Email: slam.enquiries@sydney.edu.au
Office: Room S211, John Woolley Building

Ms Robin Moffat
Email: robin.moffat@sydney.edu.au
Undergraduate Internship Coordinator
Ph: 9351 6886
Office: Room S233, John Woolley Building

Ms Adriana Hernandez
Email: Adriana.hernandez@sydney.edu.au
Undergraduate Internship Coordinator
Ph: 9351 6886
Office: Room S233, John Woolley Building

Ms Fran Hagon
Postgraduate Internship Coordinator
Ph: 9351 6886
Email: fran.hagon@sydney.edu.au
Office: Room S232, John Woolley Building

Digital Media Unit (DMU) and Loans Store,
Ph +61 2 9351 6787
digitalmediahelp@sydney.edu.au
Level 2, John Woolley Building A20
Room S202
A20 - John Woolley Building
Just walk in the main entrance, take the first right and go down the corridor

Opening Hours (during semester only):
Monday-Friday: 9am-12pm & 2pm-5pm

Phil Glen, Manager, Digital Media Unit
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Mobile: +61 405 749 608
**Consultation with staff**

All academic members of staff are available for face-to-face consultation two hours a week. You will find their consultation hours posted in the foyer of Level 2 of the John Woolley Building and in unit of study outlines or on personal staff pages. If you are unable to attend at these times because you have lectures or tutorials scheduled you may email your lecturer to make an appointment at another time.

Normally, you should consider seeing the Undergraduate Coordinator when you are altering the standard MECO BA study pattern in any way, are considering student exchange, have questions around credit, or have questions around the best way to complete your degree.

In the event that you have a genuinely urgent inquiry, contact the Undergraduate Coordinator or Chair of Department. Please ensure that relevant parents, guardians or friends who may be seeking information on your behalf understand that due to privacy provisions we cannot discuss student matters with parents or relatives. The procedure to follow when seeking an urgent extension can be found in the Policies section below.

**Your University Email Account**

It’s university policy that all university business be directed to your university email account. Please ensure you have access and use it when communicating with the university and your teachers.

**Raising Concerns with Staff, Complaints and Appealing Academic Decisions**

All members of staff are committed to the welfare of students and we welcome 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.

If you have concerns about any aspect of a unit of study ranging from teaching to assessment methods, your first port of call should be your relevant lecturer or tutor. Raising concerns with the staff member directly involved is good professional and ethical practice. Do this promptly. If you are not satisfied with the response, you should put your concerns in writing to the Undergraduate Coordinator or Chair of Department.

It is best to raise concerns as soon as they arise. Should your concerns not be addressed the University has clear policies and procedures for making complaints and appealing academic decisions

The university’s guide concerning these can be found

For further information about appealing an academic decision see the on-line Student Administration Coursework Manual at
http://sydney.edu.au/arts/current_students/student_administration.shtml
Policies

Faculty policies on:

• Late work,
• Attendance,
• Academic dishonesty and plagiarism,
• Special consideration, special arrangements and simple extensions
• Appealing academic decisions

and many other areas, can all be found at the Student Administration Coursework manual http://sydney.edu.au/arts/current_students/student_admin_manual.shtml

This is the primary repository for all Faculty policies. It should be your first port of call.

All students are required to act in accordance with the Code of Conduct for Students which can be found at http://sydney.edu.au/policies/showdoc.aspx?recnum=PDOC2011/215

Students should familiarise themselves with the academic policies governing their enrolment and progression. http://sydney.edu.au/arts/current_students/policies.shtml

If you feel unsure about a matter of policy please make an appointment to see the Undergraduate Coordinator. Also, if you are experiencing difficulties in your study ‘soldiering on’ is a common phenomenon but this can compound problems. Also lack of proper documentation can be a problem. 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 or Undergraduate Coordinator promptly if you do have problems that affect your attendance or prevent you meeting assignment deadlines.

Assignments

Submitting Assignments

Assignment Box Location and Access Hours:
The Assignment boxes are located in the lobby, Level 2, John Woolley Building. The John Woolley Building’s hours of operation during semester are 7.00am to 8.00pm Monday to Friday.

Some units of study require submission in either digital or hardcopy form, sometimes both, to facilitate marking. Students should ensure they submit in the appropriate form when requested to do so.

Written work must be submitted by 5 p.m. on the due date specified in your unit outline. Some units of study will set alternative submission times.

The essay boxes are cleared at 5 p.m. on the due date and any submissions after that time will be deemed ‘late’ and the stamped date is the official date of submission. Assignments accompanied by a record of extension are not stamped late, as long as the submission occurs within the agreed timeframe. The MECO Office staff keep a register of all work received and the date on which it was lodged.

Submission of Assignment after Return of Assignments

The Faculty policy on late work states that ‘Late essays or assignments will not be accepted
except where applications for special consideration are lodged) beyond the designated return date for the relevant written work’. Please inform your Unit of Study coordinator if your assignment is late and you have yet to apply for special consideration or an extension as staff may not be able to accept assignments submitted after marks are published.

**Cover Sheets**

Assignment coversheets are mandatory for all assignments that are handed in for assessment purposes. This includes digital assignments and Blackboard postings.

Cover sheets are available online at


Written work should on no account be put under office doors.

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.

**Students are required to keep a copy of all assignments in case an assignment goes missing.**

You should not attach any images, videos or other material to your assignments you consider valuable. While we treat all such material with care, we cannot take responsibility for its safe return.

**‘Style Guide’**

The department ‘Style Guide’ that incorporates a Guide to Scholarly Communication, Essay Presentation, Referencing, and Attribution in Journalism can be found on-line at


APA is the preferred referencing system in the department. See the Style Guide for details.

**Word Length**

Unless expressed otherwise in the unit of study outline, the word count includes everything except the list of references.

Consult your unit of study outline for specific penalties applied to excessive word length.

**Requirement to Submit All Assignments**

The Department adopts the 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 video and audio footage unless agreed to by your coordinator.

**Collecting Assignments**
You will be emailed or notified in lectures when your assignments are ready. Please wait to be advised rather than contact the Administration Officer. Assignments not distributed during classes (or returned after semester) can be collected from the Administrative office, Room S211, Level 2, John Woolley Building, during office hours.

Staff will endeavour to make all assignments handed in on time available for collection three weeks after the date they were submitted. Many staff return assignments via the unit LMS.

**About your Final Grade and Scaling Procedures**

The final grade you receive will be based on the standard of your own achievement across the criteria and standards set for all of the tasks in a unit. Assessment tasks are designed so you can demonstrate how well you have achieved the unit's outcomes.

**Attendance**

Students are reminded that when enrolled in the MECO degree they are required to be available for lectures, tutorials and assessment throughout the whole of the 16 week semester. Please be aware that while most units are taught over a 13 week teaching period, exams for MECO units are held during the ‘exam period’ which commences in week 15 (week 14 is a study week). The exam period usually lasts for two weeks. You must not make arrangements of any kind that will impinge on your availability to sit a MECO exam. **This includes travel of any description.** Failure to acknowledge this regulation will result in an ‘incomplete’ (AF) grade being awarded.

Furthermore, as per Faculty policy all MECO students are expected to attend a minimum of 80% of all tutorials/seminars pertaining to their units of study. The MECO Department also regards attendance at lectures as central to success in a unit.

The case of any formally enrolled student who is absent from 50% or more of classes, regardless of the reasons for the absences, will be automatically referred to the end-of-semester departmental examiners’ meeting for a determination as to whether the student should pass or fail the unit, or, if a pass is awarded, 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

Measures may include: penalty of loss of marks, supplementary work, assessment of the unit on a pass/fail basis only, or failure in the unit, depending on the circumstances at hand.

**Timetable and Tutorial Changes**

While tutorials begin, in most cases, in week two, week one is an important induction week where the tone and scope of the unit is established (usually in lectures). Tutorials are considered to be spaces for teaching and learning, not administration. Therefore, students should endeavour to resolve administrative issues in consultation hours with the Unit Coordinator or Departmental administrative staff before class, not in tutorial time.

Any tutorial changes should also be arranged in week one to assure a smooth start to tutorials in week two. The timetabling system will no longer accept tutorial changes after week two. Students are responsible for changing their timetable/tutorial bookings up to that time.

**Week One-Late Start to Semester-Late Entry**

Semester starts in week one and ends after the examination period, usually the end of Week 16. While the Faculty makes provision for students to add and drop units at the start of the semester, the Department considers it of the highest importance that students be available for the entire semester, and attempt to participate from week one.
Travel and also Internships 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 fully prepared and ready to join the unit.

Entering a unit in week three (or later) is more complicated because entry into the unit at this late stage potentially breaches Faculty attendance policy, as well as stretches past the add/drop deadline date for units of study, students may be required to apply for Special Consideration in order for their case to be assessed.

Application for Special Consideration will need to be accompanied with adequate documentation. In some cases students may be requested to do catch-up work or asked to defer enrolment into the unit, especially when it impacts adversely on group production work.

Vacation is not considered legitimate grounds for Special Consideration. Internships should not interfere with regular enrolments.

In the case of units that draw on production resources such as Radio, Video and Online, 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.

Note: If you choose to withdraw from a unit, it is courtesy to let the Unit Coordinator know.

**Lab Guides and Codes of Conduct**

Many MECO units involve group production as well as production equipment and computer labs. To ensure fair and safe access to these resources the Department asks you to comply with lab guides and codes of conduct. These can be found at the MECO Production Resources website at [http://sydney.edu.au/arts/media_communications/resources/dmu/index.shtml](http://sydney.edu.au/arts/media_communications/resources/dmu/index.shtml)
This is the recommended progression for the Pass and Honours Program. By doing the course in the recommended progression you ensure that you have the different skill sets in place for each unit at the right time. It is highly recommended you follow the sequence. If you find yourself out of sequence, or plan to change it due to study abroad, please consult the Undergraduate Coordinator.

### Year 1

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<tr>
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<td>MECO1001 Introduction to Media Studies</td>
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<td>MECO1002 Media and Communications Landscapes</td>
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<td>MECO1003 Principles of Media Writing</td>
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<td>MECO2603 Media Relations</td>
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<td>MECO3601 Video Production</td>
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<td>MECO3606 Advanced Media Writing</td>
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<td>MECO3605 Media Globalisation</td>
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<td>MECO3671 Internship <em>(note 1)</em></td>
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<td>MECO3673 Research Methods in Media and Communications</td>
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<td>MECO4011 Media and Communications Hons A</td>
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<td>MECO4012 Media and Communications Hons B</td>
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<td></td>
<td>MECO4013 Media and Communications Hons C</td>
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<tr>
<td></td>
<td>MECO4014 Media and Communications Hons D</td>
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* (note 1) Internship (MECO3671) also available in semester 2 in year 3. Internships are often completed over the Summer at end of Year 3 and can also be done in the Winter break Year 4.
MECO very much values strong and supportive relationships between staff and student, and provides the following additional guidelines to foster these.

**Valuing Equity and Diversity**
Valuing equity means respecting and adhering to principles of fairness, transparency, and natural justice.

Valuing diversity is linked to principles of respect and tolerance. It involves all of us, staff and students alike, appreciating the perspectives of others and creating an inclusive environment for the exchange of ideas and experiences.

**Learning & Teaching Time**
It is important to allow time in your busy schedules for attendance at lectures and tutorials, proper preparation, reading and assignment work (all up around eight hours per unit per week), and also leave ample time for group work.

**Lectures**
Lectures are a very important part of your study. Your punctuality and attentiveness is appreciated — especially for your student peers who wish to concentrate on the lecture.

Special ethical considerations surround guest lectures, which sometimes contain sensitive or commercial information. Guest lectures should not be reported beyond class purposes except with the written permission of that lecturer.

We may, for example, apply the 'Chatham House Rule' to public commentary on our activities in these spaces and especially guest lectures and seminars. This states that any people involved in a meeting "are free to use the information received [in that gathering], but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed."\(^1\)

**Be Informed**
Be informed of university policies that affect all of us, and also department requirements.

**Tutorial Behaviour and Participation**
Respect for opinions of others is crucial. A tutorial is a group rather than simply a collection of individuals, so we encourage you to use tutorials to learn from other students, not just the tutor.

By definition, learning involves taking risks, trying things out, making mistakes, asking obvious or silly questions. The tutorial as a whole benefits when everyone participates. Tutorials are in this sense very special spaces to be respected and feel safe from ridicule and mockery. You should refrain from any activity that threatens the safety of the tutorial as a learning environment. Use technology such as laptops, tablet computers, and mobile phones judiciously and discreetly, but try not to let technology disrupt your participation and the participation of others.

**Speak Up!**
We really encourage our students to raise any questions or concerns about their studies and particular unit at any stage — but especially to do so as early as possible. Please feel free to seek

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clarification from the coordinator, who might be able to clear things up or adjust the emphasis of different lectures.

 Publishing

It’s common for media professionals to use social media channels to share knowledge, discuss ideas and to promote their creative works. Blogs, social media, 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.

 Plagiarism and Academic/Intellectual Honesty

Plagiarism (also known as academic or intellectual dishonesty) is a serious matter in the Faculty and also an especially serious matter for future media and communications workers.

Plagiarism is the use of ideas, methods or written words of another person or group without acknowledgement of the source, and with the intention of portraying the work of others as your own. If you summarise another person’s work without acknowledging them, or make minor alterations to a piece of text and present it without quoting the source, you are plagiarising. In the course of academic life plagiarism occurs not only when the work of acknowledged scholars is taken, but also the work of peers, particularly other students. Plagiarism is a form of theft fraud. It constitutes an academic offence.

See the full Faculty policy here: http://sydney.edu.au/arts/current_students/plagiarism_and_turnitin.shtml

Students should be aware that all units of study now use the software detection system Turnitin.

 Recycling Of Assignments, Collusion, Fabrication And Cheating

While plagiarism is often the main focus in universities, other forms of academic dishonesty exist and are spelled out in the Academic Dishonesty and Plagiarism in Coursework Policy. These include: collusion, recycling, fabrication of data or interview material, the engagement of another person to complete an assessment or examination in place of the student, whether for payment or otherwise; as well as other issues around communication and exams.

 Recycling
Recycling involves the resubmission for assessment of work that is the same, or substantially the same, as work previously submitted for assessment in the same or in a different unit of study (except in the case of legitimate resubmission with the approval of the examiner for purposes of improvement. This policy also applies to sharing video and audio footage unless agreed to by your coordinator.

**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 be 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 within a group work contract within your unit of study, in which case a shared mark is assigned.

**Fabrication**

Fabrication is the inclusion of fictional or doctored research data or interview material. Examples include the inclusion of quotations, from a real or fictional source, which were never made, or the changing 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.

**Using Third Parties**

It can also be a form of academic dishonesty to engage another person to complete or contribute to an assessment in place of the student, whether for payment or otherwise or accepting such an engagement from another student.

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This Guide for Students MUST be read in conjunction with the policies of the Faculty of Arts and Social Sciences on attendance, late work, plagiarism, and special consideration at [http://sydney.edu.au/arts/current_students/policies.shtml](http://sydney.edu.au/arts/current_students/policies.shtml) and all applicable University policies. In determining applications and appeals relating to these matters, it will be assumed that every student has taken the time to familiarise themselves with these key policies and procedures.