ARTS2091: Mobile Cultures
Dr Michele Zappavigna

FACULTY FASS
SCHOOL SAM
COURSE CODE ARTS2091
COURSE NAME Mobile Cultures
SESSION 2 YEAR 2013

ARTS2091
SESSION 2, 2013
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All About the Course

Credit Points: 6 Units of Credit
Lecture Time: Monday 9 -11 am
Lecture Location:

Course Description

Welcome to Mobile Cultures!
Media are increasingly portable, mobile, networked and ubiquitous. But what are the conditions that have given rise to these new media technologies and practices, and how might we respond to new mobile networks and forms of participation that mobile media allow? From mass media to mass migration, mobility is one of the key concepts of modern life. This course investigates mobile media in the context of the pervasiveness of mobility in modern life and the way in which technology enables and controls all kinds of mobile cultures.

This subject will survey the history of mobile and portable media from transistor radios through to iPhones, within a larger context of mobile cultures in which we move, from village to city, home life to car culture, from airport to Internet. Tracing the evolution of modernity from the industrial revolution to the fluid spaces of contemporary super-modernity, this course investigates the current state of play in the mobile media landscape within broad cultural, political, historical and theoretical frameworks. Using these frameworks we will analyse how power and resistance operate within a society structured by movement: how social relationships are built and reconfigured in an age of global travel and communication, who is empowered and who is disempowered.

Aims of the Course

This course will enable students to:

1. Gain an understanding of the mobilities paradigm and through this gain insight into key social and political issues and challenges facing contemporary society.
2. Contextualise contemporary mobile media within a history of communication and learn to analyse cultural and communicative patterns in relation to mobile media.

Assessment

The following table provides and overview of assessment for this course. See below for further details of each task.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Length</th>
<th>Weighting</th>
<th>Learning Outcomes Assessed</th>
<th>Graduate Attributes Assessed</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Presentation</td>
<td>30 minute group</td>
<td>30%</td>
<td>1, 3, 4</td>
<td>1, 2, 3, 4</td>
<td>In tutorials (dates TBA)</td>
</tr>
<tr>
<td></td>
<td>presentation</td>
<td>members receive the same mark</td>
<td></td>
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<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>Exam</td>
<td>20 multiple choice and 5 short answer questions</td>
<td>30%</td>
<td>1</td>
<td>1, 2</td>
<td>Week 11 Lecture Monday October 14 9am sharp</td>
</tr>
<tr>
<td>Final Essay</td>
<td>1800-2000 words</td>
<td>40%</td>
<td>1, 2, 4</td>
<td>1, 2, 3</td>
<td>Monday 28th October (week 13) 4pm</td>
</tr>
</tbody>
</table>

**Where and when**
A 2 hour lecture is held in the Ritchie Theatre on Mondays (weeks 1 - 12) at 9am.

Please note that we will be running tutorials in Week 1.

The consultation time for this course is 11am -12noon Monday (after the lecture).

**Teaching staff**
The Lecturer and Convenor for this course is Dr Michele Zappavigna. An overview of her research interests can be found here: [https://research.unsw.edu.au/people/dr-michele-zappavigna](https://research.unsw.edu.au/people/dr-michele-zappavigna)

**Office:** Robert Webster Building, 311R

**Email:** m.zappavigna@unsw.edu.au

**Emailing:** Please put ARTS2901 in the subject line. Unfortunately with the large number of students I teach it is not always possible to know you all on a first name basis or remember the particulars of something you mentioned in class. So if you want matters to be dealt with efficiently, please include your student number, full name and class details (day and time). Emails that ask questions that can be answered by reading the course outline will not be answered. If your question is complicated, or you have multiple questions, please come and see me in my consultation time rather than email. I do not read or answer student email outside of office hours.

**Contact time/availability:** During class weeks, Dr Zappavigna will be available on Monday 11am -12noon (after the lecture)

The tutor for this course is Dr Robert McMurtrie.

**Email:** z3145323@unsw.edu.au

**How this course fits into your study**
This course will provide students with an understanding of how the study of mobility and mobile media help frame key social and political issues and challenges facing contemporary society. This will be
helpful in other courses within the Media program which consider the role of media technologies in contemporary culture.

**Valuing Your Feedback**
This course will undergo continual development, via feedback processes such as CATEI and collegial review. We therefore take your feedback very seriously. I will also collect informal feedback in the form of anonymous suggestions and comments throughout the course.

**What's New**
This course has been updated to deal with the new role that social media places in mobile cultures. It more focus on networked technologies in response to student feedback from the last iteration of the course.

**What we expect of you**
You are expected to conduct yourself in a pleasant, respectful and professional manner during this course.

Information on relevant Occupational Health and Safety policies and expectations as outlined at: [http://www.hr.unsw.edu.au/ohswc/obs/ohs_policies.html](http://www.hr.unsw.edu.au/ohswc/obs/ohs_policies.html)

You should attend all lectures. Tutorial attendance is compulsory. It is FASS policy that you should attend at least 80% (that is, 10 from 12) of the tutorials and lectures in order to pass the course (see SAM's "Essential Information for Students" referred to elsewhere in this outline). In short, attendance at less than 80% of tutorials or lectures without documentary evidence of illness or misadventure may result in failure in the course.

Please also note that if you arrive more than 20 minutes late for tutorials you will be marked absent. This policy will be enforced in this course.

You are expected to attempt all assessment tasks in order to pass the course.

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**Content and Resources**

**Course Schedule**

**Lecture overview**

<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture</th>
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<tbody>
<tr>
<td>Wk 1, 29th July</td>
<td>Introducing mobile cultures: how do we study culture, communication and mobile media?</td>
</tr>
<tr>
<td>Wk 2, 5th August</td>
<td>History of mobile communication and the rise of networked individualism</td>
</tr>
<tr>
<td>------------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>Wk 3, 12th August</td>
<td>The cultural significance of the iPhone</td>
</tr>
<tr>
<td>Wk 4, 19th August</td>
<td>Tools for analysing mobile culture</td>
</tr>
<tr>
<td>Wk 5, 26th August</td>
<td>Mobile social media</td>
</tr>
<tr>
<td>Wk 6, 2nd September</td>
<td>Has mobile media changed communication?</td>
</tr>
<tr>
<td>Wk 7, 9th September</td>
<td>Mobile eyewitness and citizen journalism</td>
</tr>
<tr>
<td>Wk 8, 16th September</td>
<td>Location-aware mobile media and photo-sharing</td>
</tr>
<tr>
<td>Wk 9, 23rd September</td>
<td>Guest Lecture (details TBA)</td>
</tr>
<tr>
<td>Wk 10, Labour day - no lecture</td>
<td>No lecture (tutorials will involve exam revision and writing an essay plan for final essay)</td>
</tr>
<tr>
<td>Wk 11, 14th October</td>
<td>Exam</td>
</tr>
<tr>
<td>Wk 12, 21st October</td>
<td>Future of mobile cultures and course review</td>
</tr>
</tbody>
</table>

**Week-by-week schedule**

**Wk 1, 29th July - Introducing mobile cultures: how do we study culture, communication and mobile media?**
This lecture will introduce you to the main themes and methodologies involved in studying the cultural and communicative practices associated with mobile media.

**Reading**

**Wk 2, 5th August - History of mobile communication and the rise of networked Individualism**
Networked individualism is a concept explored in the textbook for this course to investigate the changes in sociality that have come about with Internet and mobile technologies. This lecture will explore this cultural shift.

**Reading**

**Wk 3, 12th August - The cultural significance of the iPhone**
In this lecture we will explore the history of mobile communication, focusing on the paradigm shift that occurred with the introduction of the iPhone.
Reading

**Wk 4, 19th August - Tools for analyzing mobile culture**
This lecture addresses the practical question of how we analyse mobile cultures and will introduce discourse analysis techniques that can be used to understand mobile communication. We will focus on discourse of emotion and opinion in ‘bullying’ and ‘trolling’.

Reading

Additional reading

**Wk 5, 26th August - Mobile social media**
The advent of social media plays an important role in how people engage with mobile media. This lecture explores the kinds of communicative practices we see in mobile social media use.

Reading

Additional reading
Wk 6, 2nd September - Has mobile media changed communication?
Some studies argue that mobile media have changed how we use language to communicate. This lecture investigates the changes in communicative practices seen in texting and tweeting.

Reading

Wk 7, 9th September - Mobile eyewitness and citizen journalism
Citizen journalism refers to real-time publishing of eye-witness accounts via technologies such as social media. This lecture considers the kinds of accounts produced with mobile media and their relationship to contemporary journalistic practices.

Reading

Wk 8, 16th September - Location-aware mobile media and photo-sharing
Most mobile services incorporate some form of location awareness. This lecture explores this kind of functionality in terms of photo-sharing services such as Instagram, investigating their culture significance.

Reading

Additional reading

Wk 9, 23rd September – Guest Lecture TBA
Details TBA.

Reading
TBA

Wk 10, Labour day no lecture
No lecture (tutorials will involve exam revision and writing an essay plan for final essay)

Reading

Wk 11, 14th October - Exam
This week we will run the exam for this course which forms 25% of your final grade. For details see the Assessment section.

Wk 12, 21st October - Future of mobile cultures and course review
This lecture will review the material we have covered in this course as well as considering the future of research into mobile cultures.

Reading

Essential resources
The course textbook, available in the UNSW bookshop, is:


Recommended for additional reading:


The weekly readings are available via Moodle.

Overview of weekly readings

<table>
<thead>
<tr>
<th>Week</th>
<th>Reading</th>
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9
<table>
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<tr>
<td>Baron, N. S. (2013). Do mobile technologies reshape speaking, writing, or reading?. <em>Mobile Media &amp; Communication, 1</em>(1), 134-140.</td>
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<td>TBA</td>
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**Other Learning Resources and Materials**
The course Twitter account is @ARTS2091:

[https://twitter.com/arts2091](https://twitter.com/arts2091)

I will post links to useful resources as I find them and you are encouraged to contribute your own.

**Learning Outcomes**

**Teaching Approach**
ARTS2091: Mobile Culture will consist of one lecture (two hours) and one tutorial (one hour) each week. Attendance at both is compulsory. In some weeks lecture time may be set aside to discuss course related issues, such as assessment tasks, research skills and resources.

Tutorials are student-led and are structured as a weekly reading group. They are a space for you, the student, to determine what will best help you navigate the complex terrain of Mobile Culture. Your tutor’s role is to assist and guide you, not to do the work for you, so the success of your tutorials comes down to you. You are expected to come to class having done the readings, but it is not a problem if you have not understood everything, the complex ideas from the readings and lectures will be discussed and worked through in the tutorial in the following week. So come along prepared to ask questions and engage with the issues and you will find the tutorials a productive learning environment. Remember the tutorial will only be as useful and enjoyable as you make it.

**Rationale for the inclusion of content and teaching approach**
The mediascape has changed dramatically in recent decades. The exponential growth of global travel, the rise of the internet and the uptake of mobile phones and personal media players has fundamentally altered our everyday lives, our society and our sense of self.
This course is designed to assist students in conceptualising this moment of radical reconfiguration. Moving away from traditional static models of mass-media towards theorisations emphasising mobility, connectivity and personalisation, this course is designed to give the students the up-to-date understanding of contemporary media that they will need to become successful media practitioners. This course does not primarily focus on specific mobile technologies (which themselves will be outmoded shortly), but rather seeks to provide an appropriate and relevant academic framework for students to engage with and develop. The assessments in this course are designed to promote a deep engagement with the key theoretical concepts and theorists as well as to encourage self-reflexive and collaborative learning.

**Course Learning Outcomes**

At the conclusion of this course the student will be able to:

1. Apply a mobilities framework to contemporary technological and social configurations.
2. Investigate the means by which different regimes of power operate to shape understandings and experiences of time and space.
3. Work collaboratively in groups to facilitate the learning of other students.
4. Produce a high level of academic research and writing.
5. At the conclusion of this course the student will be able to:
6. Apply a mobilities framework to contemporary technological and social configurations.
7. Investigate the means by which different regimes of power operate to shape understandings and experiences of time and space.

**Graduate Attributes**

ARTS2091: Mobile Cultures is designed to develop the following UNSW graduate attributes:

1. The capacity for analytical and critical thinking and creative problem solving.
2. The ability to independently conduct relevant and high quality multidisciplinary research.
3. The skills of effective and precise academic communication.
4. The skills required for collaborative work.

**Alignment of Learning Outcomes to Graduate Attributes**

<table>
<thead>
<tr>
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<th>Length</th>
<th>Learning Outcomes Assessed</th>
<th>Graduate Attributes Assessed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Presentation</td>
<td>30-minute group presentation</td>
<td>1, 3, 4</td>
<td>1, 2, 3, 4</td>
</tr>
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<td>Exam</td>
<td>20 multiple choice and 5 short answer questions</td>
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<td>1, 2</td>
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<td>1800-2000 words</td>
<td>1, 2, 4</td>
<td>1, 2, 3</td>
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</tbody>
</table>
Learning Activities

Assessment
This course has three assessment tasks: a short exam, a group presentation and a final essay. **You must COMPLETE ALL TASKS to be eligible to pass the subject.**

Assessment Task One: Group Presentation - 30%
Thirty (30) minutes (10 min presentation + 20 min discussion), in tutorials (groups and dates will be organised in the week 1 tutorial)

Groups of three or four students will give a 10 minute presentation critically analysing that week’s two readings. This task has 3 components which must be completed

- Links to 5 resources relevant to understanding the readings must be posted to the course Twitter account (@ARTS2091) at least one day before the tutorial.
- Following the 10 minute presentation the group is expected to organise and run a brief task (of their own devising) that will aid their classmates’ understanding of the readings. The task should generate discussion of the readings and their key terms and concepts, as well as how these ideas help us to understanding mobile cultures.
- The group should encourage their audience to livetweet the presentation.

Assessment Criteria
This Assessment will be marked on three primary criteria:

- Demonstrated understand of key ideas of the reading.
- Ability to contextualise the reading in relation to broader academic theory.
- Ability to facilitate other students’ engagement with this text.

All group members will receive the same mark. All students are expected to do significant research and planning for this task.

Remember 30 minutes can disappear surprisingly quickly. You will need strong time management skills and careful planning to do well at this task.

Assessment Task Two: Exam - 30%
Forty (40) minutes - Week 11 Monday October 14, 9am sharp in the lecture theatre

This exam will be composed of twenty (20) multiple choice questions and two short answer questions. It will be based directly on the textbook and on the lectures. It is closed book and will take place in the lecture hall in the Week 11 lecture time slot. It will be designed to assess your knowledge of the basic concepts and key ideas that we have covered. It is recommended you study the assigned readings and your lecture notes as preparation for this exam. Attendance is compulsory. If you cannot, for any reason, make it to this exam you must apply for special consideration.

Please come on time, if you are late you risk not being allowed to sit the exam.
Assessment Criteria
Multiple choice questions will be marked such that each correct answer receives one mark (no negative marks for incorrect answers). The short answer questions will be marked on three primary criteria:

- Demonstrated understand of the key concept being assessed.
- Ability to contextualise the concept in relation to the perspectives on mobile cultures that we have covered in the course.

Assessment Task Three: Final Essay - 40%
1800-2000 words due 4pm 28th October

The final task for this course will be a 2000 word individual research essay on mobile culture. The essay should demonstrate:

- A strong understanding of both the key ideas and frameworks of we have covered in the course.
- The ability to critically assess and contextualise the relevant research to studying mobile cultures.
- The ability to develop a unique and original argument.
- Clarity and precision of expression.
- Originality of thinking and approach.
- The ability to create a concise and sophisticated argument within the word limit.

This is the major assessment task for this course and will be marked accordingly. The following table is the qualitative rubric used as a guide in marking your essay:

Criteria

<table>
<thead>
<tr>
<th>Proper and fluent written expression.</th>
<th>U</th>
<th>S</th>
<th>G</th>
<th>VG</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of a conceptually coherent and thoughtful reflection.</td>
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<tr>
<td>Productive engagement with a range of issues, perspectives, and conceptual frameworks from course readings and lectures.</td>
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</tr>
<tr>
<td>Accurate and properly presented referencing.</td>
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</tbody>
</table>

U=Unsatisfactory, S=Satisfactory, G=Good, VG=Very Good, E=Excellent

The essay question will be announced in week 3.

Overview of Assessment tasks

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Length</th>
<th>Weighting</th>
<th>Learning Outcomes</th>
<th>Graduate Attributes</th>
<th>Due Date</th>
</tr>
</thead>
</table>

14
<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Percentage</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>Group Presentation</td>
<td>30%</td>
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</tr>
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</table>

**Referencing Your Assignments**

In all assessment tasks, any material or ideas taken from another source must be referenced in accordance with the Referencing Style Guidelines as outlined in the UNSW Assessment Policies. ARTS2091 follows the APA system of referencing. Guidelines on how to reference according to this system can be found at:


**Submission of Assessment Tasks**

Assignments are to be submitted in electronic form via Turn-it-in on the course Moodle. **You MUST attach** a signed coversheet to your work. Coversheets are available at: [https://sam.arts.unsw.edu.au/students/resources/forms/](https://sam.arts.unsw.edu.au/students/resources/forms/)

**Penalties for Late Assignments**

If your assignment is submitted after the due date, a penalty of 2% per day (including Saturday, Sunday and public holidays) will be imposed for up to 3 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 4% and the mark would be reduced to 68. If the same essay were handed in seven days late (i.e. a penalty of 14%) it would receive a mark of 58. If your assignment is not submitted within 3 weeks of its due date, it will receive 0 marks.

**Return of Assignments**

Assignments will generally be returned within 2 weeks of the due date.
Academic Honesty and Plagiarism
For information on academic honest and plagiarism please refer to the website "Essential Information for all SAM students" available at:
https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/

The Learning Centre can provide further information:
www.lc.unsw.edu.au/plagiarism

Attendance
Tutorial attendance is compulsory. It is FASS policy that you should attend at least 80% (that is, 10 from 12) of the tutorials and lectures in order to pass the course (see SAM’s "Essential Information for Students” referred to elsewhere in this outline). In short, attendance at less than 80% of tutorials or lectures without documentary evidence of illness or misadventure may result in failure in the course.

Please also note that if you arrive more than 20 minutes late for tutorials you will be marked absent. This policy will be enforced in this course.

Special Consideration
Advice concerning special consideration in the event of illness or misadventure is available in the section “Essential Information for all SAM Students”, which can be found at:
https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/

Other Information
Most useful information can be found at the “Essential Information for all SAM Students” address:
https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/

Information on relevant Occupational Health and Safety policies and expectations as outlined at:
http://www.hr.unsw.edu.au/ohswc/ohs/ohs_policies.html

Student equity and diversity issues can be discussed via the Student Equity Officers (Disability) in the Student Equity and Diversity Unit (9385 4734).

Further information for students with disabilities is available at:
www.studentequity.unsw.edu.au/disabil.html

SAM office contact details
Phone Number: +61 2 9385 4856
Fax Number: +61 2 9385 6812
Email address: sam@unsw.edu.au
Location: School Office, 312, Level 3, Robert Webster Building