



UNSW
SYDNEY

School of the Arts and Media

Faculty of Arts and Social Sciences



ARTS1090

Media, Culture and Everyday Life

Session 1, 2017

Course Outline

Staff Contact Details

Conveners

Name	Email	Availability	Location	Phone
Scott Shaner	s.shaner@unsw.edu.au	Thursdays 12-2pm	311E Webster	56804

Tutors

Name	Email	Availability	Location	Phone
Luke Sharp	l.sharp@unsw.edu.au	In class		null
Stephen Owen	stephen.owen@unsw.edu.au	In class		
Mohammad Maki	momaki1986@gmail.com	In Class		
Ava Parsemain	l.parsemain@unsw.edu.au	In class		
Rodney Wallis	r.wallis@unsw.edu.au	In class		null
Jessica Ford	j.a.ford@unsw.edu.au	In class		

School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: <https://sam.arts.unsw.edu.au>

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information

All SAM students must make a valid attempt at all assessments in order to pass the course.

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Course Details

Credit Points 6

Summary of the Course

Subject Area: Media, Culture and Technology

Media, Culture and Everyday Life offers an accessible grounding in the traditions, perspectives and concepts of media studies. Starting with the familiar and the everyday, this course introduces you to the breadth of contemporary media studies from television and the tradition of mass media studies, to telephony and the study of networked media and communication technologies. With an eye on the way that television and telephony have adapted to changing realities over the decades, this course explains how media and communication technologies have transformed the rhythms of everyday life, the organisation of domestic space, the boundaries between private and public, and our sense of involvement with national and public collectivities. In addition, the course examines the concept of mediation by exploring how both television and telephony shape the experience of time, distance, immediacy and liveness.

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

1. show competency in foundational concepts in media theory
2. critically analyse and interrogate the social and cultural dynamics of media technologies and their uses and impacts on everyday life
3. utilise skills required in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning and intellectual autonomy
4. use preliminary skills in research design and methods, and in information literacy

Teaching Strategies

Lectures

Lectures are compulsory, so you'll need to engage with the lecture material in some form or you'll be lost. Video presentations of the lectures (ECHO360), along with the presentation slides, will be distributed each week via the ARTS1090 Learning Management System (LMS). Although the theatre and class size are large, we still seek to make the lecture as interactive and engaging as possible. At times, you'll be encouraged to speak and ask questions, have your say, to offer ideas and participate in debates. We want you to see the lecture as a chance to think together not merely consume pre-packaged knowledge. The lecture slides will be available on the course LMS, after the lecture, so there is no need for you to furiously write. It is always much better to listen and get involved.

Tutorials

Tutorials are smaller groups where students have a chance to ask questions and verbalise their understanding of the course content with a member of the course staff present. You will also be given tasks and exercises to complete in class for some weeks, so you'll need to check the course LMS in advance of each tutorial.

The aim of these tutorials is to encourage debate amongst students. It is through talking and discussion that ideas come alive and different perspectives become available to us. Teachers are there to help facilitate discussion and build a community of inquiry, not to give another lecture. So you need to be

prepared before each meeting to play an active role in these discussions.

Online Learning

The course will also use a LMS. This can be accessed from the UNSW Web Single Sign On at <http://my.unsw.edu.au>

Although the course is conducted predominantly in face-to-face teaching mode, it is essential that you consult the course LMS on a weekly basis and participate actively in any discussions or learning components that arise during the course.

Assessment

Please consult the ARTS1090 course Moodle for a fuller description of each assignment.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Literature review	30%	1500 words	Thursday, 18th May 2017 5pm	null
Final exam	30%	2 hours	To be scheduled during the UNSW Examination period 9-26 June 2017	null
Annotated bibliography	20%	Four bibliography entries, annotated.	Thursday, 13th April 5pm	null
Concept reflection	20%	800 words	Monday, 20th March 2017 5pm	null

Assessment Details

Assessment 1: Literature review

Details: 1500 words. Students will receive a mark and grade. Additionally online written feedback and rubric indicating the standard of achievement on individual assessment criteria will be provided.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- show competency in foundational concepts in media theory
- critically analyse and interrogate the social and cultural dynamics of media technologies and their uses and impacts on everyday life
- utilise skills required in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning and intellectual autonomy
- use preliminary skills in research design and methods, and in information literacy

Assessment 2: Final exam

Details: 2 hours. This is the final assessment task. Students will receive a mark and grade via the Learning Management System course module.

Additional details:

UNSW Formal Examination Rules will apply. You must be available to sit the exam as scheduled by the UNSW Examinations Unit. This day will be announced to you as a provisional timetable released on 24th April 2017 at 9:30am. The final timetable will be released on 28th April 2017.

The Final Exam will consist will consist of multiple choice questions. You will have 2 hours to complete it.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

- show competency in foundational concepts in media theory
- critically analyse and interrogate the social and cultural dynamics of media technologies and their uses and impacts on everyday life

Assessment 3: Annotated bibliography

Details: 800 words. Students will receive a mark and grade. Additionally online written feedback and rubric indicating the standard of achievement on individual assessment criteria will be provided.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- show competency in foundational concepts in media theory
- critically analyse and interrogate the social and cultural dynamics of media technologies and their uses and impacts on everyday life
- utilise skills required in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning and intellectual autonomy
- use preliminary skills in research design and methods, and in information literacy

Assessment 4: Concept reflection

Details: 800 words. Students will receive a mark and grade. Additionally online written feedback and rubric indicating the standard of achievement on individual assessment criteria will be provided.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- show competency in foundational concepts in media theory
- critically analyse and interrogate the social and cultural dynamics of media technologies and their uses and impacts on everyday life
- utilise skills required in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning and intellectual autonomy

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course's moodle site with alternative submission details.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website:
<https://student.unsw.edu.au/special-consideration>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices;

Paraphrasing, summarising, essay writing and time management

Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

Course Schedule

Timetable

Date	Type	Content
Week 1: 27 February - 5 March	Lecture	<p>Media and Everyday Life -</p> <p>This lecture will introduce the discipline of Media studies. Concepts discussed in this lecture include the distinction between Media/Medium, everyday life and media rituals.</p>
Week 2: 6 - 12 March	Lecture	<p>Media Public/Private -</p> <p>This lecture will look at the historical relationship between the media and notions of public and private in society. The concepts discussed in this lecture include 'the public' and publics as well as the theory of domestication.</p>
	Tutorial	<p>In tutorials this week, your tutor will orientate you to the class as well as encourage you to reflect on the role played by media rituals in your own everyday lives.</p>
Week 3: 13 - 19 March	Lecture	<p>Researching Media/ Mediation: Time -</p> <p>In this lecture we will look at some basic research skills you will need to implement on the 2nd and 3rd assessments. In the second hour we will begin our look at the concept of mediation by exploring the relationship between media and time.</p>
	Tutorial	<p>What can the concept of domestication tell us about the media? How have the media changed overtime in terms of mapping the boundaries between public and private?</p>
Week 4: 20 - 26 March	Lecture	<p>Mediation : Space</p> <p>In this lecture we explore the spatial dimensions of media and the ways it intersects with types of</p>

Date	Type	Content
		spatially bounded identities.
	Tutorial	In tutorials this week your tutor will walk you through ways of researching within the discipline of media studies as well as standards and procedures for referencing ideas within your assignments.
Week 5: 27 March - 2 April	Lecture	Media Technology - This lecture will examine ways of understanding media technologies and look at the rise of networked based media.
	Tutorial	In the tutorials for Week 5 we will explore the temporalities of the media we use today and discuss its implications for identity.
Week 6: 3 - 9 April	Lecture	Media Convergence - This lecture will examine the impact digitisation and network based forms of distribution have had on media industries.
	Tutorial	This class will discuss the concept of the Network Society and explore its implications for culture and society.
Week 7: 10 - 16 April	Lecture	As 14th April 2017 is a public holiday there will be no lectures held this week. Instead, you have the option of attending my extended consultation times to discuss any difficulties you may be having with assessments. I will advise you of the days and times as the week approaches.
	Tutorial	Tutorials this week will explore applying the ideas associated with media convergence to contemporary examples of media organisations.
Week 8: 24 - 30 April	Lecture	Mobility - The lecture this week examines the concept of mobility. Mobility goes well beyond the mobile

Date	Type	Content
		devices we all carry around today. This lecture explores what is at stake with mobility and how it is transforming the media.
	Tutorial	As there was no lecture given in Week 7, tutorials are optional this week. Your tutor will be available at the usual class times for small group and/or individual consultations. Your tutor will let you know how they intend to manage these consultations. They will of course be busy marking the annotated bibliography assignment to return the formative feedback to you as soon as possible.
Week 9: 1 - 7 May	Lecture	Representation and Meaning - Questions of meaning are fundamental to understanding the media. This lecture introduces the methodology of semiotics and explores it as a powerful way of understanding the meanings which circulate within the media.
	Tutorial	What is at stake with the concept of mobility? In this class we will discuss how mobile devices alter the experience of public and private.
Week 10: 8 - 14 May	Lecture	Audiences - How is the concept of audience understood today? How have the traditional lines between audience and media become blurred and changed with new media technologies.
	Tutorial	This class will explore how to apply the methodology of semiotics to analyse broader social meanings.
Week 11: 15 - 21 May	Lecture	Identity - What is identity? What role do media play in enacting it today?

Date	Type	Content
	Tutorial	Tutorials this week explore what does it mean to be part of an audience today? How have the roles we can occupy in relation to cultural production and reception changed?
Week 12: 22 - 28 May	Lecture	<p>Conclusions and Preparing for the Final Examination</p> <p>This week's lecture will be online only and will be available via the ARTS1090 Moodle on the afternoon of 25th May 2017. In addition to drawing conclusions from the semester, this online lecture will advise you about how to prepare for the exam.</p>
	Tutorial	Tutorials this week will discuss the role of social media in producing and enacting your identity. Are identities discursively produced? Are they individualised or collectivising?
Week 13: 29 May - 4 June	Tutorial	In your last tutorial for the course, your tutor will provide you with a sample of questions from past exams. You will have time to go over the questions during the hour.

Resources

Prescribed Resources

Prescribed Resources

Required Readings:

All of the readings are available via the course Moodle site. There is no required textbook for the course. It is important that you complete all readings for each week prior to attending your tutorial.

Recommended Resources

ELISE - Library and Study Skills Development

ALL undergraduate students in their first semester need to complete the library's ELISE study skills training module before the end of Week 5. See the 'Elise' tab on the library homepage: <http://subjectguides.library.unsw.edu.au/elise> for further information.

Further information about the Library's collection and services can be found here - <http://info.library.unsw.edu.au/web/services/services.html>

The Learning Centre

The Learning Centre offers academic skills support to all students enrolled at UNSW. Their services include individual consultations, academic skills workshops, Conversation Café groups, and online academic skills resources. You can make appointments and read about all they have to offer at <http://www.lc.unsw.edu.au/>

Course Evaluation and Development

Periodically student evaluative feedback on the course is gathered, using among other means, UNSW's MyExperience process. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback

Previous student feedback about the course readings and assessment tasks have been addressed in this version of the course. For example, feedback from previous years has led us to introduce a formative assessment component and remove the blog assignment completely.