



**UNSW**  
AUSTRALIA

**Faculty of Arts and Social  
Sciences**

**School of the Arts and Media**

**ARTS1090**

**Media, Culture and Everyday Life**

Session 1, 2016

## UNSW Course Outline

### Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Course Authority	Scott Shaner	s.shaner@unsw.edu.au	Mondays 1-2pm	Webster 311E	9385-6804
Tutor	Klara Bruveris	k.bruveris@unsw.edu.au	In Class		
Tutor	Jessica Ford	j.a.ford@unsw.edu.au	In Class		
Tutor	Adam Hulbert	drhulbert@icloud.com	In Class		
Tutor	Ehsan Milani	Ehsan.Milani@mq.edu.au	In Class		
Tutor	Stephen Owen	stephen.owen@unsw.edu.au	In Class		
Tutor	Ava Parsemain	l.parsemain@unsw.edu.au	In Class		
Tutor	Luke Sharp	l.sharp@unsw.edu.au	In Class		

### School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster

Building Phone: 9385 4856

Email: [sam@unsw.edu.au](mailto: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.
- Timetable clash - If a student is unable to attend all classes for a course due to timetable clashes, the student must complete the UNSW Arts & Social Sciences Permissible Timetable Clash Application form: <https://www.arts.unsw.edu.au/ttclash/index.php>
- Where practical, a student's attendance will be recorded. The procedure for recording attendance will be set out on the course Learning Management System (Moodle).
- A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a final grade of UF (Unsatisfactory Fail).

- A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure rather than be awarded a final grade of UF. The final decision as to whether a student can be withdrawn without failure is made by Student Administration and Records.
- 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 For SAM Students**

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 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 students 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.

### **Student learning outcomes:**

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 & Rationale**

### **Lectures**

The lecture will take place every week at the following times and locations

**Thursdays 2-4pm (w1-5, 6-12, Science Theatre)**

OR,

**Fridays 9-11am (w1-5, 6-12, Science Theatre)**

Lectures are compulsory, so you'll need to engage with the lecture material in some form or you'll be lost. Podcasts (i.e. voice recordings) of the lectures, along with the presentation slides, will be distributed each week via the UNSW Course Moodle.

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 Moodle, 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 each week, so you'll need to check the course website in advance of each tutorial.

The tutorials are also a space where we seek to integrate and blend the online component of the course with the face-to-face learning environment. In completing the Tutorial Blog Assignment you will read and react to each other online. This will be an excellent way to prepare for the class, so we strongly recommend that you to come to the tutorial with the online discussions in mind. Which contributions advanced or stimulated your thinking about the week's topic or improved your understanding of the readings? Each tutorial will start with the online discussions so you'll need to review these before class time.

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 the UNSW Moodle learning environment. 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 Moodle on a weekly basis and participate actively in the discussions and join the online assessment components.

## **Student Preparation**

Throughout this course we expect students to take responsibility for their own learning. We don't see knowledge as something handed down from teacher to student, but as an active relationship in which ideas and thinking emerge through collaboration and exchange. Your experiences of and insights into media are valuable resources in this course. You'll be encouraged to critically evaluate them in relation to ideas and theories developed each week. You already know a lot about media in everyday life, the challenge in this course is to extend and develop this knowledge through an encounter with media theory.

Keeping up with the readings is essential to successful participation in this course. Without adequate preparation you will find the lectures and tutorial discussions difficult to comprehend.

The readings are sometimes demanding and will require careful note taking and a second read. Do not be put off by the difficulty but see this as a chance to develop skills in theoretical reading and analysis. You will get the chance to discuss the readings with your colleagues in tutorials and in interactive lectures. While we will seek to explain the readings in lectures, our primary goal is to guide you in developing your own reading and analytical skills and this requires commitment and initiative on your part. You should allow for 6 hours per week outside of class time for preparation.

## **Assessment**

### **Assessment Items to Learning Outcomes**

#### **Tutorial Blog**

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

#### **Research Essay**

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

### Final Exam

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

### In-class Test

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

Assessment & Weighting	Length	Due date	Feedback
Tutorial Blog (20%)	1000 words	Throughout the semester	Periodic - in class. Grade and Mark in Moodle
Research Essay (35%)	2000 words	Week 7 – Monday 18 April 2016 by 4pm	Feedback Sheet
Final Exam (35%)	3 hours	TBA – 10-27 June 2016	Grade and Mark in Moodle
In-class Test (10%)	500 words	Week 4 during tutorials	Feedback Sheet

**In order to pass this course, you must make a serious attempt at ALL assessment tasks. This is a SAM requirement.**

### Submission of Assessment Tasks

Students are expected to put their **names** and **student numbers** on **every page** of their assignments. 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](mailto: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 Submission

PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 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 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive a mark of 0. For more information on submission of late work, consult the SAM assessment protocols at

<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

## Extension Procedure

- A student seeking an extension should submit a SAM extension application form (found in Forms on SAM website) to the Course Authority before the due date.
- The Course Authority should respond to the request within two working days of the request.
- The Course Authority can only approve an extension of up to five days. A student requesting an extension of more than five days should complete an application for Special Consideration.
- If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.
- This procedure does not apply to assessment tasks that take place during regular class hours or any task specifically identified by the Course Authority as not subject to extension requests.
- A student who misses an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- For more information, see the SAM extension protocols on the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

## Special Consideration

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL:

<https://student.unsw.edu.au/special-consideration>

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

## 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.

Details of what plagiarism is can be found on the Learning Centre's Website Plagiarism & Academic Integrity website (<http://www.lc.unsw.edu.au/academic-integrity-plagiarism>), in the myUNSW student A-Z: Guide <https://student.unsw.edu.au/plagiarism> and in Appendix A of the Student Misconduct Procedure (pdf- <https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf>).

It is not permissible to buy essay/writing services from third parties as the use of such services constitutes plagiarism because it involves using the words or ideas of others and passing them off as your own. Further, it is not permissible to sell copies of lecture or tutorial notes as you do not own the rights to this intellectual property.

If you breach the *Student Code* with respect to academic integrity the University may take disciplinary action under the *Student Misconduct Procedure* (see above).

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example:

- 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

Topic	Lecture Dates	Location	Lecture Content	Tutorial Content
Introduction to Media and Communications	Week 1 (3/3/2015 or 4/3/2015)	Science Theatre	Introduction to the study of media and the concept of media rituals	No Tutorials
Domestication	Week 2 (10/3/2015 or 11/3/2015)	Science Theatre	The concept of domestication is examined to explore the relationship between media and everyday life.	What is media studies? What are media rituals?
Mediation: Time	Week 3 (17/3/2015 or 18/3/2015)	Science Theatre	Introduction to the concept of mediation and the temporal dimensions of media.	What can the concept of domestication tell us about the media? How have the media changed?
Researching Media	Week 4 (24/3/2015)	Online Only	Researching topics in Media and Communication	An in-class writing test will be conducted in tutorials during Week 4.
Mediation: Space	Week 5 (7/4/2015 or 8/4/2015)	Science Theatre	The spatial dimensions of media are explored with reference to new and old media	What is meant by the concept of mediation? What various media temporalities can you identify and what role do they have today?
Networks	Week 6 (14/4/2015 or 15/4/2015)	Science Theatre	Manuel Castell's concept of the network society is introduced and explored in the context of contemporary media forms	What is media-space? Do the media erode or amplify traditional notions of space? Do we live in a network society?

Media Convergence	Week 7 (21/4/2015 or 22/4/2015)	Science Theatre	Digitisation and media convergence are examined as well as their impact on media industries	What is the network society? How are media transformed by contemporary data networks?
Mobility	Week 8 (28/4/2015 or 29/4/2015)	Science Theatre	The concept of mobility goes beyond our mobile devices. The lecture explores what is at stake with mobility and how it is transforming the media.	How have the traditional media been challenged and transformed by digitization and convergence?
Semiotics and Meaning	Week 9 (5/5/2015 or 6/5/2015)	Science Theatre	Questions of meaning are fundamental to understanding the media. This lecture introduces semiotics and explores it as a powerful methodology for a sociological understanding of media.	What is at stake with the concept of mobility? How do mobile devices alter our experience of public and private?
Audiences	Week 10 (12/5/2015 or 13/5/2015)	Science Theatre	How is the concept of audiences understood today? How have the traditional lines between audience and media blurred and changed?	How do you apply the concept of semiotics to analyze broader social meanings?

Identity	Week 11 (19/5/2015 or 20/5/2015)	Science Theatre	What is identity? What role do media play in enacting it today?	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?
Conclusions and Final Examination preparation	Week 12 (26/5/2015 or 27/5/2015)	Online Only	This lecture will draw conclusions from the session and offer advice for the final exam.	How are identities discursively produced? Are they individualized or collectivizing?
Week 13	No Lecture (Lectures run weeks 1-12)	Nil	Nil	Practicing for the Final Exam

## Prescribed Resources

### Required Readings:

All of the readings are available via the course Moodle site. There is no required text book for the course. It is important that you complete all for the tutorials and your tutorial blog assignment.

### 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 Course and Teaching Evaluation and Improvement (CATEI) 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 reduce the length and weighting of the Research Essay assignment.