



Faculty of Arts
& Social Sciences

School of the Arts and Media

ARTS1090

Media, Culture and Everyday Life

Session 1, 2015

UNSW Course Outline

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2. Locations and Times

Lecture takes place at Mathews ThA on Thursdays at 3-5pm or Fridays at 1-3pm
Tutorials occur at various times and locations – Please consult your MyUNSW timetable for your specific time and location

3. Staff Contact Details

Position	Name	Email	Availability	Phone
Course Convener and Lecturer	Scott Shaner	s.shaner@unsw.edu.au	Thursdays 2-3pm, Fridays 12-1pm Webster 311E	9385-6804
Tutors				
	Valentina Bau	v.bau@unsw.edu.au		
	Klara Bruveris	k.bruveris@unsw.edu.au		
	Kerrie Davies	davies.mediak@gmail.com		
	Roanna Gonsalves	roannag@gmail.com		
	Adam Hulbert	drhulbert@icloud.com		
	Ehsan Milani	ehsan_milani@hotmail.com		
	Luke Sharp	l.sharp@unsw.edu.au		

4. School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster Building
Phone: 9385 4856
Email: sam@unsw.edu.au

5. Attendance Requirements

- A student is expected to attend all class contact hours.
- A student who attends less than 80% of class contact hours without justification may be awarded a final grade of UF (Unsatisfactory Fail).
- A student who arrives more than 15 minutes late may be penalised for non-attendance.
- If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, they should seek permission from the Course Authority. The application 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 for up to one month. A student seeking approval to be absent for more than one month must apply in writing to the Dean.
- 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.
- For more information about the FASS attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

6. Essential Information For FASS/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://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

7. Course details

Credit Points:

ARTS1090 is worth 6 credit points. There is no parallel teaching in this course.

Summary of the Course

Starting with the familiar and the everyday, this course introduces students to the breadth of contemporary media studies by focusing on the conceptual foundations of the discipline. With an eye on the way that media have adapted to changing realities over the decades, both shaping them and being shaped by them, this course explains how media and communication technologies have transformed the rhythms of everyday life, the organisation of meaning, the boundaries between private and public, the sense of national and public collectivity, the texture of public space, immediacy and liveness, and the experience of time and distance.

Aims of the Course

1. To introduce students to key theories and perspectives in media studies and their interdisciplinary nature.
2. To encourage students to reflect on and critically evaluate the role of media in everyday life.
3. To investigate the networked nature of media and the interconnections and convergences between media.
4. To analyse the role of media in the organisation and experience of space, time, privacy and social collectivity.
5. To familiarise students with the foundational concepts necessary for pursuing the BMedia degrees and the BArts major in Media, Culture and Technology.

Student learning outcomes

On completion of this course students will have:

1. Competencies in foundational concepts in media theory;
2. The ability to critically analyse and interrogate the social and cultural dynamics of media technologies and their uses and impacts on everyday life;
3. Skills in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning and intellectual autonomy;
4. Preliminary skills in research design and methods, and in information literacy.

Graduate Attributes

The assessments in this course are designed to reinforce the acquisition of specific attributes you will possess upon graduating from the BMedia and BA degree programs. These include:

1. Research skills, including scholarly use of archive and online resources;
2. Critical and creative thinking;
3. Familiarity with the theories and methods of research and explanation that constitute the discipline of Media;
4. In depth knowledge and conceptual understanding of the discipline of Media.

8. Rationale for the inclusion of content and teaching approach

This course offers an accessible grounding in the traditions, perspectives and concepts central to media studies, and introduces current developments in the field. Students will be encouraged to apply the course concepts to their own experiences of media in order to assess their relevance to understanding contemporary everyday life. We hope you'll find it stimulating and enjoyable.

9. Teaching strategies

Lectures

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

Thursdays 3-5pm (w1-5, 6-12, Mathews ThA)

OR,

Fridays 1-3pm (w1-5, 6-12, Mathews ThA)

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 Echo360 system.

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.

10. Assessment

There are 4 assessment tasks in this class. You must download and read the individual assignment task descriptions available in Moodle during Week 1 of the course. **In order to pass this course, you must make a serious attempt at ALL assessment tasks. This is a SAM requirement.**

With regards to the Final Examination you must be available to sit the exam as scheduled by the UNSW Examinations Unit. This day will be announced to you during the course of the semester. Please note that you must be available for the full Examination Period (12th – 29th June 2015) in order to meet the above requirement.

Assessment task	Length	Weight	Learning outcomes assessed	Graduate attributes assessed	Due date
1) In-class Test	500 words	5%	1, 2, 3	2,3,4	During tutorials in Week 4
2) Tutorial Blog	150-300 words	15%	1, 2, 3, 4	2, 3, 4	Bloggging begins around Week 2 or 3. Students are required to make 8 posts across the session.
3) Research Essay	2,500 words	45%	1, 2, 3 ,4	1, 2, 3, 4	Due Monday April 27 th by 4pm.
4) Final Examination	3 hours	35%	1, 2, 3	1, 2, 3, 4	To be scheduled during the UNSW Formal Examinations period 12 th - 29 th June 2015

Submission of Assessment Tasks

Assignment 3, the Research Essay, is your only formal written assessment task completed outside of class time. To submit the Research Essay you will need to provide both a hard copy and soft copy of your paper. The hard copy needs to be submitted to the marked assignment boxes outside of the School office in Webster311E by 4pm on the 23rd April. The soft copy needs to be submitted to the Turnitin dropbox accessible via the course Moodle site also by the due date and time. In both cases you must submit your work in 12-point font, double spaced and paginated. Do keep an electronic and hard copy yourself.

Submission to Turnitin

If you have any problems submitting via Turnitin, you should follow the protocol outlined at the following site:

<http://teaching.unsw.edu.au/moodle-students-help>

Advice about whom to contact is given when you log in to Moodle. Such advice includes the following:

If you have trouble logging in, or you cannot see your course once you login, please contact the IT Service Centre for assistance.

For enrolment and login issues contact:

IT Service Centre Email: itservicecentre@unsw.edu.au

Internal: x51333

External: (02) 9385-1333

International: [+61 2 9385 1333](tel:+61293851333)

If you have difficulty using the Moodle environment or tools, please contact External TELT support. Moodle Mobile is now supported on this version of Moodle.

External TELT Support

Email: externalteltsupport@unsw.edu.au

Internal: 53331

External: (02) 9385 3331

International: [+61 2 9385 3331](tel:+61293853331)

Please do not send your Course Conveners a copy of your assignment unless you are unable to submit via Turnitin. Once you have submitted you will receive a receipt to confirm that you have successfully submitted. Keep this receipt as proof of the date and time that you lodged your assignment. If you do not receive such notification, You must ask your Convener, by email, to check whether your upload was successful.

Late Submission

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

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 FASS assessment protocols at <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Extension Procedure

- A student seeking an extension should apply through the Faculty's online extension tool available in LMS before the due time/date for the assessment task.
- The Course Authority should respond to the request within two working days.
- 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.
- The Course Authority advises their decision through the online extension tool.
- 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.
- A student who missed an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- 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.
- For more information, see the FASS 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://my.unsw.edu.au/student/atoz/SpecialConsideration.html>

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.

11. 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.
- **Duplication:** 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 Student Information website (<https://student.unsw.edu.au/plagiarism>), in the myUNSW student A-Z: Guide <https://my.unsw.edu.au/student/atoz/Plagiarism.html> and in Appendix A of the Student Misconduct Procedure (pdf- <https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf>).

The Learning Centre also provides substantial education 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.

12. Course schedule

Topic	Date	Location	Lecture Content	Tutorial Content	Readings
Introduction to Media and Communications	Week 1 (5/3/2015 & 6/3/2015)	Mathews Theatre A	Introduction to the study of media and the concept of media rituals	No Tutorials	1) Couldry, N "Media Rituals"
Domestication	Week 2 (12/3/2015 & 13/3/2015)	Mathews Theatre A	The concept of domestication is examined to explore the relationship between media and everyday life.	What is media studies? What are media rituals?	1) Silverstone, R. "Domesticating Domestication" 2) Ridgeway, C. "What is Media Ecology"
Mediation: Time	Week 3 (19/3/2015 & 20/3/2015)	Mathews Theatre A	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?	1) Scannell, P "Dailiness" 2) Hartley, J. "The Frequencies of public Writing"
Mediation: Space	Week 4 (26/3/2015 & 27/3/2015)	Mathews Theatre A	The spatial dimensions of media are explored with reference to new and old media	An in-class writing test will be conducted in tutorials during Week 4.	1) Moores, S. "The Doubling of Place"
Networks	Week 5 (5/4/2015)	Online Only	Manuel Castell's concept of the network society is introduced and explored in the context of contemporary media forms	What is meant by the concept of mediation? What various media temporalities can you identify and what role do they have today?	1) Castells, M. Excerpts from "Informationalism, Networks and the Network Society"
Media Convergence	Week 6 (16/4/2015 & 17/4/2015)	Mathews Theatre A	Digitisation and media convergence are examined as well as their impact on media industries	What is media-space? Do the media erode or amplify traditional notions of space? Do we live in a network society?	1) Nightengale, V. "New Media Worlds? Challenges for Convergence" 2) Jenkins, H. "Buying into American Idol"

Essay Week – Lecture TBA/ Tutorials Run as normal	Week 7 (23/4/2015 & 24/4/2015)	Optional Essay consultations – Webster 311E (times TBA)		What is the network society? How are media transformed by contemporary data networks?	No Readings Essay Due 27 th April 2015 by 4pm
Mobility	Week 8 (30/4/2015 & 1/5/2015)	Mathews Theatre A	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?	1) Gordon, E. and de Souza e Silva “Introduction” 2) Hinton, S. and Hjorth, L ‘Social, Locative and Mobile Media”
Semiotics and Meaning	Week 9 (7/5/2015 & 8/5/2015)	Mathews Theatre A	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?	1) Schirato, T and Yell, S. “Signs and Meaning” 2) Lury, C. “Logos”
Audiences	Week 10 (14/5/2015 & 15/5/2015)	Mathews Theatre A	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?	1) Livingstone, S and Das, R. “The End of Audiences?”

Identity	Week 11 (21/5/2015 & 22/5/2015)	Mathews Theatre A	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?	1) Marwick, A. "Online Identity" 2) Senft, T. "Microcelebrity and the Branded Self"
Conclusions and Final Examination preparation	Week 12 (28/5/2015 & 29/5/2015)	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?	No Readings

13. Expected Resources for students

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 readings 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>

14. 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.