



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

ARTS2091

Mobile Cultures

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Lecturer	Michele Zappavigna	m.zappavigna@unsw.edu.au	1pm Mondays (please email first)	Robert Webster 311R	email preferred

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 serious 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 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 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. Students will be able to investigate the current state of play in the mobile media landscape and contextualise their understanding in a broad cultural, historical and theoretical context.

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

Teaching Strategies

Rationale:

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 conceptualizing this moment of radical reconfiguration. Moving away from traditional static models of mass-media towards theorizations emphasizing mobility, connectivity and personalization, 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.

Assessment

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Research Project	40%	1800-2000 words	Monday 5th September (week 7)	Refer to Moodle
Presentation and Discussion	35%	Refer to Moodle	During tutorials	Refer to Moodle
Short exam	25%	Refer to Moodle	Week 12 lecture, 17th October	Refer to Moodle

Assessment Details

Assessment 1: Research Project

Details: 1800-2000 words. Students will receive written and a numerical grade.

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

Learning outcomes:

- Apply a mobilities framework to contemporary technological and social configurations
- Investigate the means by which different regimes of power operate to shape understandings and experiences of time and space
- Produce a high level of academic research and writing

Assessment 2: Presentation and Discussion

Details: 20 minute tutorial presentation and facilitation. Feedback on the presentation and discussion session will be provided to the student as written comments and a mark following their presentation.

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

Learning outcomes:

- Apply a mobilities framework to contemporary technological and social configurations
- Investigate the means by which different regimes of power operate to shape understandings and experiences of time and space
- Work collaboratively in groups to facilitate the learning of other students

Assessment 3: Short exam

Details: 1 hour multiple choice. This is the final assessment task. Students will receive a numerical grade.

Learning outcomes:

- Apply a mobilities framework to contemporary technological and social configurations

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: 25 - 29 July	Lecture 1	Introducing mobile cultures: how do we study culture, communication and mobile media?
	Textbook reading	Zappavigna, M. (2012) Discourse of Twitter and Social Media. London: Bloomsbury – [CHAPTER ONE Introduction: The social web and searchable talk]
	Journal reading	Wellman, B., & Rainie, L. (2013). If Romeo and Juliet had mobile phones. <i>Mobile Media & Communication</i> , 1(1), 166-171.
	Recommended reading	Jensen, K. B. (2013). What's mobile in mobile communication? <i>Mobile Media & Communication</i> , 1(1), 26-31.
Week 2: 1 - 5 August	Lecture 2	The social history of mobile communication
	Journal reading	Goggin, G. (2009). Adapting the mobile phone: The iPhone and its consumption. <i>Continuum: Journal of Media & Cultural Studies</i> , 23(2), 231-244.
	Journal reading	Schrock, A. R. (2015). Communicative affordances of mobile media: Portability, availability, locatability, and multimodality. <i>International Journal of Communication</i> , 9, 1229-1246
Week 3: 8 - 12 August	Lecture 3	Tools for analyzing mobile cultures Part 1
	Online reading	White, P. (2012). Appraisal: An Overview Introduction: the origins of the Appraisal framework. Retrieved from http://grammatics.com/appraisal/index.html
	Online reading	White, P. (2012). Attitude: Affect. Retrieved from http://grammatics.com/appraisal/index.html
	Textbook reading	1. Zappavigna, M. (2012) Discourse of Twitter and Social Media. London: Bloomsbury – [CHAPTER FOUR Evaluation in microblogging]
Week 4: 15 - 19 August	Lecture 4	Tools for analyzing mobile cultures Part 2
	Online reading	White, P. (2012). Attitude: Judgement. Retrieved from http://grammatics.com/appraisal/index.html
	Online reading	White, P. (2012). Attitude: Appreciation. Retrieved from http://grammatics.com/appraisal/index.html
	Textbook reading	Zappavigna, M. (2012) Discourse of Twitter and Social Media. London: Bloomsbury – [CHAPTER FIVE Ambient Affiliation]
Week 5: 22 - 26 August	Lecture 5	Has mobile media changed communication?
	Journal reading	Crystal, D. (2008). Texting. <i>ELT journal</i> , 62(1), 77-83.
	Journal reading	Baron, N. S. (2013). Do mobile technologies reshape speaking, writing, or reading? <i>Mobile Media & Communication</i> , 1(1), 134-140.
Week 6: 29 August - 2 September	Lecture 6	Multimodal mobile media and social photography, part 1
	Journal reading	Chesher, C. (2012). Between Image and Information: The iPhone Camera in the History of Photography. In Larissa Hjorth, Jean Burgess, Ingrid Richardson (Eds.), <i>Studying Mobile Media: Cultural Technologies, Mobile Communication, and the iPhone</i> , (pp. 98-117). New York: Routledge.
	Journal reading	Zappavigna M. (2016). Social media photography: construing subjectivity in Instagram images. <i>Visual Communication</i> .15(3), 271-92.
	Recommended reading	Gye, L. (2007). Picture this: The impact of mobile camera phones on personal photographic practices. <i>Continuum: Journal of Media & Cultural Studies</i> , 21(2), 279-288.
Week 7: 5 - 9 September	Lecture 7	Multimodal mobile media and social photography, part 2
	Journal reading	Alper, M. (2013). War on Instagram: Framing conflict photojournalism with mobile photography apps. <i>New Media &</i>

		Society, Published online before print, September 18, 2013
	Journal reading	Marwick, A. E. (2015). Instafame: Luxury selfies in the attention economy. <i>Public Culture</i> , 27(1), 137-160.
Week 8: 12 - 16 September	Lecture 8	Mobile eyewitness, social photography, and citizen journalism
	Journal reading	Goode, L. (2009). Social news, citizen journalism and democracy. <i>New Media & Society</i> , 11(8), 1287-1305.
	Journal reading	Bruns, Axel (2012) Journalists and Twitter : how Australian news organisations adapt to a new medium. <i>Media International Australia incorporating Culture and Policy</i> , pp. 97-107.
Week 9: 19 - 23 September	Lecture 9	Mobile media and public opinion [online lecture as Michele is away]
	Textbook reading	Zappavigna, M. (2012) <i>Discourse of Twitter and Social Media</i> . London: Bloomsbury – [CHAPTER NINE Political discourse online]
	Journal reading	Puschmann, C. (2015). The form and function of quoting in digital media. <i>Discourse, Context & Media</i> , 7, 28-36.
	Recommended reading	Lotan, G., Graeff, E., Ananny, M., Gaffney, D., & Pearce, I. (2011). The revolutions were tweeted: Information flows during the 2011 Tunisian and Egyptian revolutions. <i>International journal of communication</i> , 5(31), 1375–1405.
Week 10: 4 - 7 October	Lecture 10	Mobile media, social metadata, and heteroglossia [online lecture due to public holiday]
	Journal reading	Zappavigna, M. (2015) Searchable talk: The linguistic functions of hashtags. <i>Social Semiotics</i> . 25(3), 274-291.
	Online reading	Highfield, T. (2015). Memeology Festival 04. On Hashtaggy and Portmanteaugraphy: Memetic Wordplay as Social Media Practice. Retrieved from: http://culturedigitally.org/2015/11/memeology-festival-04-on-hashtaggy-and-portmanteaugraphy-memetic-wordplay-as-social-media-practice
	Recommended reading	Zappavigna, M. (2012) <i>Discourse of Twitter and Social Media</i> . London: Bloomsbury – [CHAPTER THREE The language of microblogging]
Week 11: 10 - 14 October	Lecture 11	Ephemeral mobile media and exam review
	Journal reading	Bayer, J. B., Ellison, N. B., Schoenebeck, S. Y., & Falk, E. B. (2016). Sharing the small moments: ephemeral social interaction on Snapchat. <i>Information, Communication & Society</i> , 19(7), 956-977.
	Journal reading	Piwiek, L., & Joinson, A. (2016). "What do they snapchat about?" Patterns of use in time-limited instant messaging service. <i>Computers in Human Behavior</i> , 54, 358-367.
Week 12: 17 - 21 October	Exam	Multiple choice exam in lecture
	Journal reading	Schwartz, R., & Halegoua, G. R. (2014). The spatial self: Location-based identity performance on social media. <i>New Media & Society</i> , Published online before print April 9, 2014.
	Journal reading	Özkul, D., & Humphreys, L. (2015). Record and remember: Memory and meaning-making practices through mobile media. <i>Mobile Media & Communication</i> , 3(3), 351-365.
Week 13: 24 - 28 October	No lecture	tutorials only.
	Textbook reading	Zappavigna, M. (2012) <i>Discourse of Twitter and Social Media</i> . London: Bloomsbury – [CHAPTER TEN Conclusion]
	Journal reading	Humphreys, L. (2013). Mobile social media: Future challenges and opportunities. <i>Mobile Media & Communication</i> , 1(1), 20-25.

Resources

Prescribed Resources

Textbook

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

Zappavigna, M. (2012). *Discourse of Twitter and Social Media*. London: Bloomsbury.

All other readings are available on our course Moodle site.

Recommended Resources

Course Evaluation and Development

This is a new course that is the result of a Media Program Review and Faculty Restructure. This course will undergo continual development, via feedback process such as CATEI and collegial review. We therefore take your feedback very seriously. I will provide opportunities in the tutorials during semester for you to discuss your experiences of the course.