



Faculty of Arts
& Social Sciences

School of the Arts and Media

ARTS3092

Media and Transformation in the Asia-Pacific

Session 1, 2015

UNSW Course Outline

Table of Contents

Section Contents	Pages
Location of the Course	2
Staff Contact Details	2
School of the Arts and Media Contact Information	2
Attendance Requirements	3
Essential Information For FASS/SAM Students	3
Course Details	3-4
Rationale For Inclusion of Content and Teaching Approach	4
Teaching Strategies	5
Assessment	5-6
Academic Honesty and Plagiarism	7-8
Course Schedule	9-11
Expected Resources for Students	12
Course Evaluation and Development	12

1. Location of the Course

The lectures are held on Tuesday afternoons from 2-3:30 in CLB 5

The seminars are held on Wednesday afternoons. Please consult your myunsw timetable for your specific time and location.

2. Staff Contact Details

Position	Name	Email	Availability; times and location	Phone
Course Convener	Scott Shaner	s.shaner@unsw.edu.au	Tuesdays 1-2pm Webster 311E	(02) 9385 6804
Tutor	Luke Sharp	l.sharp@unsw.edu.au	Class times	Nil

3. School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster Building

Phone: 9385 4856

Email: sam@unsw.edu.au

4. 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/>

5. 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/>

6. Course details

Credit Points:

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

Summary of the Course

The course builds on material covered in Level 2 Media Studies particularly in ARTS2092 Global Media and ARTS2091 Mobile Cultures. The course will focus on current research on contemporary media issues in the Asia Pacific region. Students will gain a general understanding of these issues in the region as well as develop their own research skills. It is hoped that a modest percentage of you may go on to undertake Honours research in a specific area you've pursued in the course.

Aims of the Course

1. This course will provide an overview of issues in various media developments in the Asia-Pacific region
2. Provide an introduction to a range of contemporary theoretical work in transnational media studies in the Asia-Pacific context

Student learning outcomes

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

1. Demonstrate an understanding of recent theories in globalisation, regionalism and transnational studies
2. Recognise and analyse different patterns of adoption, adaptation and integration of media forms and practices in the Asia-Pacific region
3. Be able to identify and demonstrate the use of a wide variety of research materials and possess demonstrated competence in using online sources and databases with discretion and critical awareness
4. Be able to demonstrate a high level of competence in communication and reporting, both orally and in writing

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.

7. Rationale for the inclusion of content and teaching approach

In this course it is expected that students will engage with the learning process through direct participation in the classroom environment and will also take considerable responsibility for their own learning experience through both private study and group work. Learning experiences will be contextualised with reference to the disciplinary field as well as more general understandings in terms of general knowledge and broader engagements with general and disciplinary knowledge. Learning is an essentially collaborative experience requiring high levels of dialogue between students themselves, as well as teaching staff and students. Students' own experiences and interests are considered a major resource in the development of the learning and teaching environment.

8. Teaching strategies

The course will be taught in a lecture and seminar format. Lectures will explore the theoretical and historical aspects to the topics discussed each week. Lectures will also screen relevant examples to set up further discussion in the seminars. Seminars will primarily involve dealing with course materials through tutorial style discussions, collaborative events in the classroom and online demonstrations of resources. These modes will support student learning outcomes in terms of fostering a variety of learning experiences and providing a range of materials and approaches that students can develop in terms of their own particular abilities and interests. Group Presentations are an essential aspect of success in this course and all students are expected to collaborate with their Group partners in achieving common goals.

How the seminars will be run:

We will typically begin each seminar with a discussion of theoretical overviews, empirical materials and examples. Students may be invited to ask or answer questions on key points of understanding, or for clarification, throughout this hour. From Weeks 4-12, there will be a seminar/class discussion to be led by student groups. Each group will consist of around 4-5 students and will be asked to prepare and lead a topic for the class discussion. The topics for the discussions will be distributed in Week Two and students will be allocated into the Groups in advance and at random. The presentation will be framed around a question based on the required and/or recommended reading materials for that week together with any additional materials the student group locates and brings to the class. Students may access on-line materials to present to the class, show a short DVD extract or a DVD they have made themselves. The group presentation should be no longer than 50 minutes, the remaining time to be spent in discussion and question/answer. After Week 3 when all Groups will meet for an initial discussion of their Presentations, group members will need to arrange times with each other to further plan their presentations.

9. Assessment

There are 3 assessment tasks in this class. You must download and read the individual assignment task descriptions available in Moodle during Week 1. **In order to pass this course, you must make a serious attempt at ALL assessment tasks.**

Assessment task	Length	Weight	Learning outcomes assessed	Graduate attributes assessed	Due date
1) Reading Response Essay	1200 words	25%	1, 2, 4	2, 3, 4	Week 6 Thursday, 16 th April 4pm
2a) Research Assignment Proposal	750 words	10%	1, 2, 3, 4	1, 2, 3, 4	Week 9 Thursday, 7 th May 4pm
2b) Research Assignment Paper	2,500 words	45%	1, 2, 3, 4	1, 2, 3, 4	Week 13 Thursday, 4 th June 4pm

3) Group Presentation	Roughly 1 hr	20%	1, 2, 3, 4	1, 2, 3, 4	Weeks 4-13
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Submission of Assessment Tasks

For all written assignments you will need to submit both a soft copy to the Turnitin dropbox on the course moodle site by the due date and time. The soft copy provided to turnitin needs to be in 12-point font, double spaced and paginated. Do keep an electronic and hard copy yourself.

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.

Enter your content here

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://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.

10. 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.

It is also recommended that you include a statement about Turnitin. Eg UNSW makes use of the similarity detection tool Turnitin. For this course you are required to submit an electronic version of your written assignments so they may be reviewed using this procedure.

11. Course schedule

Week	Topic	Date	Location	Seminar Content	Readings
1	Introduction to the course.	3/03/2015	CLB 5	No Seminars this week	1) Keane, M (2006) "Once were peripheral" 2) Curtin, M (2003) "Media Capital" 3) Chen, K-H (2010) "Asia as Method"
2	Using Popular Culture to Conceptualise Regionality	10/3/2015	CLB 5	Introduce readings and assessment procedures. Theories of Asia and Asian media flows will be discussed. Students to form and meet in groups.	1) Chua, BH (2004) 2) Ching, L (2000) 3) Dasgupta, R (2013)
3	Localism, regionalism, globalism	17/3/2015	CLB 5	What is the relationship between global culture and regional cultures? How should we think about 'cultural difference' in a globalizing world?	1) Espiritu, B. (2011) 2) Siriyuvasak, U & Shin, H (2007) 3) Iwabuchi, K (2010) 4) Lin, A and Tong, A (2008)
4	Media, Diaspora, Identities	24/3/2015	CLB 5	Research on the popularity of Korean popular culture within Asia will be discussed.	1) Sinclair, J and Cunningham, S (2010) 2) Gabriel, SP (2011) 3) Pertierra, R (2012)

5	Creativity and Cultural Industries in a Networked World – Music, Movies, Markets and Pirates	31/3/2015	CLB 5	New media such as the mobile phone and Internet have transformed social relationships around the world, supporting diasporic communities and overcoming distance. If so, what is the experience of diaspora today?	1) Pang, L (2009) 2) Khoo, O (2010) 3) Chu, YW (2011)
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MID-SEMESTER BREAK 6-10 April 2015

6	Doing Research in Media and Cultural Studies	14/4/2015	CLB 5	How have cultural industries been transformed by the threat of piracy and forms of network distribution? How should our thinking about creativity adapt and evolve?	1) Stokes, J (2003) 2) Postall, J and Pink, S (2012)
7	Media Sport in Asia	21/4/2015	CLB 5	What are the steps to formulating a research topic? How do you focus your research? What methods should you apply?	1) Rowe and Gilmour (2010) 2) Cho, Y (2012) 3) Kurylo, A (2012)
8	The Internet and its effects on the Asian media landscape	28/4/2015	CLB 5	What impact, if any are Western professional sports having in Asia? Is this merely a case of cultural imperialism, or is the power of Asia increasing in the media sport cultural complex?	1) Weber, I and Lu, J (2007) 2) Li, S (2010) 3) Magpanthong, C (2012)
9	The concept of the 'star': Media, politics, popular audiences and Fan Cultures	5/5/2015	CLB 5	How does the Internet affect the balance of control and freedom in Asian countries? What are the politics around the	1) Tsai, E (2005) 2) Lin, WH (2013)

				domestication of the Internet in countries like Thailand and the PRC?	3) Mazumbar, R (2012)
10	Mobilities: Phone cultures, Diversity and Convergence	12/5/2015	CLB 5	What permits, or limits, the popularity of Asian or Australian-Pacific 'stars' in the region? Discuss with reference to three of your own examples of well known recent 'stars' from music or movies or both.	1) McLelland, M (2007) 2) Choi, J (2007) 3) Hjorth, L and Gu, K (2012)

11	Asian Gaming Cultures	19/5/2015	CLB 5	Describe and Discuss the issues around mobile phone cultures in Asia. Include some discussion of the interplay between mobile phone industries and the evolving cultures of mobile use within the region.	1) Jin, DY (2011) 2) Yong, C and Downing, J (2008) 3) Gloub, A and Lingley, K (2008)
12	Review and Conclusions	26/5/2015	CLB 5	Describe and discuss the rise of online gaming in some Asian countries. Could it happen here? Final Hour: Research Assignment Q&A	No Readings
13		2/6/2015	CLB 5	We will conclude the course by going through a detailed examination of its weekly themes. Students will be asked to prepare a brief talk about the main points of the course and present it to the seminar.	

12. Expected Resources for students

Required Readings:

All of the readings for the course are available online via the course Moodle site. You will need to download and read each of the week's readings before coming to class.

As the course is research based, you will be expected to make use of the relevant databases of research articles relevant to the course. These will be discussed early in the session, however students seeking research advice and resources can also obtain assistance from the UNSW Library. One starting point for assistance is:

<http://info.library.unsw.edu.au/web/services/services.html>

13. 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.
