



**UNSW**  
SYDNEY

**School of the Arts and Media**

**Faculty of Arts and Social Sciences**



**ARTS3097**

**Current Debates in Media and Culture**

**Session 1, 2017**

# Course Outline

## Staff Contact Details

### Conveners

Name	Email	Availability	Location	Phone
Ramaswami Harindranath	r.hari@unsw.edu.au	Wednesdays 10 - 11 a.m	222 Level 2 Robert Webster	

### Tutors

Name	Email	Availability	Location	Phone
Prue Gibson	p.gibson@unsw.edu.au			
Rodney Wallis	r.wallis@unsw.edu.au			

## School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 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.

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

Media are centrally implicated in our lives – both public and private. From election campaigns to radicalisation; from transnational personal relationships to gaming; from the constitution of the global economy to online dating; media technologies play a crucial role. They have the potential to create social and political change as well as to disrupt personal lives in ways unimaginable a decade or so ago.

In this course you will examine current, 'live' topics in media, using relevant concepts and frameworks to investigate and understand present-day media-related issues. During the course, you will be encouraged to capture and study media-related events and developments as they unfold. At the beginning of the semester three to four significant, exemplary, on-going topics, news stories, or developments involving the media will be chosen. The rest of the semester, including lectures and tutorial readings and discussions, will be organised around two to three broad themes that are based on the chosen topics.

The key focus will be on the application of relevant theories, frameworks and concepts on these topics, and an exploration of appropriate methodologies for their analysis. The topics covered could include, for instance, digital media affordances, political communication as public strategy, online radicalisation, social media use and counter-publics, the political economy of IT industries, or surveillance and security, covering the themes of media in the *public* domain and media in the *private* domain, as well as the intersections of the two. The methodologies discussed could, in turn, include textual analysis and deconstruction, auto-ethnography, and conjunctural analysis. The emphasis will be on situating media analysis and theory within broader socio-cultural and political contexts.

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

1. articulate their understanding of the role of the media in contemporary life.
2. deploy appropriate concepts and methodologies for analysing diverse media and their impact on different social, cultural and/or political contexts.
3. employ independent learning and self-directed research activity and display intellectual rigour in their analysis and reporting of media's role in contemporary cultures.
4. engage in collaborative discussion and debate in a way that reflects the complexities of current socio-cultural and political formations and the media's impact on them.

### Teaching Strategies

Students will explore the important role that media and media technologies continue to play in various aspects of our lives, in part through lectures that will include a significant interactive component during which students will be encouraged to come up with instances from their own media use that exemplify concepts and debates discussed in the lecture; in part through their reflexive engagement with the tutorial readings, brief summaries of which, along with appropriate examples, they are expected to bring to class; and in part through discussions, with peers and with tutors, in tutorials that will help them understand better how to apply concepts and theories, and also what methods to use for analysing the content of media as well as the production and use of media and communication technologies and their relations with broader social, political, and cultural contexts. Significantly, the examples used in lectures

and in tutorials will be current and topical – ‘live’ – using the technologies available in lecture and tutorial spaces, which will allow students to reflect on and develop an intellectual engagement with both their own media use and the media’s implication in broader, public issues.

The final assignment, involving some research extending out from the course materials into an example involving media, communications and information technologies and their impact on broader social, political and cultural issues, will allow students to develop their independent learning and to explore an issue of their own choosing with some rigour.

This course is designed to allow students to build on their foundational concepts in gateway courses and on their previous development of skills in collaboration and research at level 2. Students will develop both their collaborative and their self-directed and independent learning to higher levels, along with a theoretical and practical understanding of the role of media in contemporary life.

# Assessment

## Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Essay	30%	1500 words	11:30 pm Saturday 29 April 2017	Turnitin submission
Reflective essay	20%	1000 words	11:30 pm Saturday 25 March 2017	Turnitin submission
Case study	40%	2000 words	11:30 pm Saturday 10 June 2017	Turnitin submission
Class presentation	10%	3 minutes	week beginning 22 May 2017	This is an in-class presentation

## Assessment Details

### Assessment 1: Essay

**Details:** Students will submit a 1500 word essay on a topic pertaining to the media technologies in the public domain. A marking sheet with written comments and mark will be provided.

#### Additional details:

This is the second assessment in this course.

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

#### Learning outcomes:

- articulate their understanding of the role of the media in contemporary life.
- deploy appropriate concepts and methodologies for analysing diverse media and their impact on different social, cultural and/or political contexts.
- employ independent learning and self-directed research activity and display intellectual rigour in their analysis and reporting of media's role in contemporary cultures.

### Assessment 2: Reflective essay

**Details:** Students will submit a 1000 word reflective piece on a topic pertaining to media technologies in the private domain. A marking sheet with written comments and mark will be provided.

#### Additional details:

This is the first assignment in this course.

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

**Learning outcomes:**

- articulate their understanding of the role of the media in contemporary life.
- deploy appropriate concepts and methodologies for analysing diverse media and their impact on different social, cultural and/or political contexts.
- employ independent learning and self-directed research activity and display intellectual rigour in their analysis and reporting of media's role in contemporary cultures.

**Assessment 3: Case study**

**Details:** Students will submit a 2000 word research essay using relevant concepts, theories and methodologies discussed during the semester. This is the final assessment task. Each assignment will be given a numerical mark and a grade.

**Additional details:**

This is the final assignment in this course

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

**Learning outcomes:**

- articulate their understanding of the role of the media in contemporary life.
- deploy appropriate concepts and methodologies for analysing diverse media and their impact on different social, cultural and/or political contexts.
- employ independent learning and self-directed research activity and display intellectual rigour in their analysis and reporting of media's role in contemporary cultures.

**Assessment 4: Class presentation**

**Details:** Students will make individual presentations of about 5 minutes each on their topic for the final research essay. This will occur in a tutorial class later in semester. This task is closely scaffolded to the essay and encourages students to put forward an argument in verbal form. A marking sheet with written comments and mark will be provided.

**Additional details:**

These presentations will be in tutorial classes in the week beginning 22 May, 2017

**Turnitin setting:** This is not a Turnitin assignment

**Learning outcomes:**

- articulate their understanding of the role of the media in contemporary life.
- deploy appropriate concepts and methodologies for analysing diverse media and their impact on different social, cultural and/or political contexts.
- employ independent learning and self-directed research activity and display intellectual rigour in

- their analysis and reporting of media's role in contemporary cultures.
- engage in collaborative discussion and debate in a way that reflects the complexities of current socio-cultural and political formations and the media's impact on them.



## 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](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 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	Current debates: truth and democracy, media publics, transnational mobilities, digital activism
Week 2: 6 - 12 March	Lecture	The alt-truth shall set us free? Post-truth, public knowledge, citizenship
	Tutorial	Modern life as a media experience
Week 3: 13 - 19 March	Lecture	Digital intimacies - is the private now public?
	Tutorial	Digital audiences and filter bubbles
Week 4: 20 - 26 March	Lecture	Social media and violence
	Tutorial	Networked alliances, online relationships
Week 5: 27 March - 2 April	Lecture	The Global South - distant and proximate suffering
	Tutorial	Trolling and terror
Week 6: 3 - 9 April	Lecture	Precarious lives - humanitarian communication
	Tutorial	Bearing witness
Week 7: 10 - 16 April	Lecture	Emotions, activism and socio-political change
	Tutorial	Transnational publics and the communitarian imagination
Week 8: 24 - 30 April	Lecture	The politics of listening, media justice and equality
	Tutorial	A digital media public sphere?
Week 9: 1 - 7 May	Lecture	Transnational articulations - images, relations, affect
	Tutorial	Voice and listening
Week 10: 8 - 14 May	Lecture	Who made my iPhone? Transnational digital labour
	Tutorial	Considering the transnational
Week 11: 15 - 21 May	Lecture	Digital divides, digital inequalities
	Tutorial	The predicaments of digital labour
Week 12: 22 - 28 May	Lecture	The media r us - revisiting the debates
	Tutorial	Assignment - class presentations
Week 13: 29 May - 4 June	Tutorial	Essay consultations

## **Resources**

### **Prescribed Resources**

- Book – Course Study Kit or Readings made available on Moodle

### **Recommended Resources**

Will be provided during the semester

### **Course Evaluation and Development**

### **Image Credit**

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