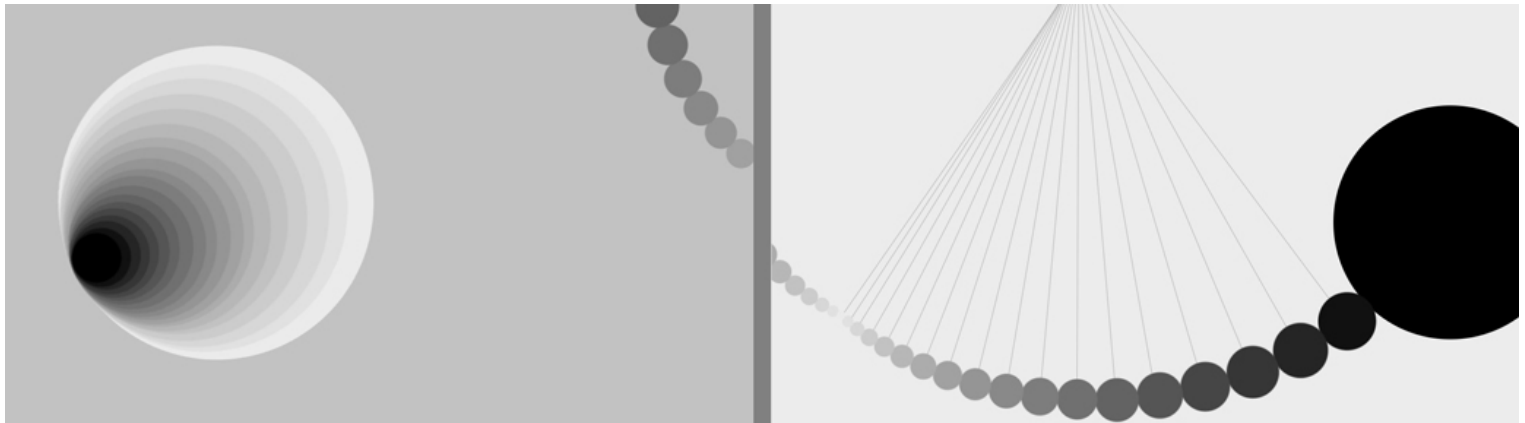




UNSW
SYDNEY

School of the Arts and Media

Faculty of Arts and Social Sciences



MDIA5003

Online and Mobile Media

Session 1, 2017

Course Outline

Staff Contact Details

School 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 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

This course focuses on how new technologies, genres and audiences are affecting the media landscape. Students will engage critically with new media theory. They will also learn about the practical possibilities of new media, the role of websites and social software for communication professionals and the editorial issues associated with online media production. Topics include the evolution of media technologies; the impact of online sites and web logs on the role and status of mainstream journalism; the changing nature of audiences in an online and mobile media era; ways that communication professionals can use websites and social software; citizen journalism; copyright; and open source production.

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

1. Demonstrate knowledgeability about the evolution of online and mobile media and how it differs from, and impacts on, traditional journalism
2. Assess the difference between professional news journalism, blogging, opinion and comment
3. Critically assess various forms of online communication, and identify and employ the mediums best suited to any given story
4. Consider various business models used in online and mobile media
5. Assess the kinds of audiences who use and access online media
6. Develop strategies for creating online and mobile media content
7. Develop and maintain a blog

Teaching Strategies

The course will be taught face-to-face in a seminar environment to encourage cross-pollination of ideas and knowledge.

Through both in-class and out-of-class activities, students will be encouraged to consider the links between communication theory and online and mobile media practice.

Students will be expected to experiment with various online and mobile media outside of class in preparation for their assignments.

Assessment

Further details on the assignment can be found on Moodle.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Essay	35%	2000 words	15th May	null
Blog portfolio	45%		2nd June	null
Annotated bibliography	20%	7-800 words	27th March	null

Assessment Details

Assessment 1: Essay

Details: 2000 words. Written feedback through turnitin.

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

Learning outcomes:

- Critically assess various forms of online communication, and identify and employ the mediums best suited to any given story
- Assess the kinds of audiences who use and access online media
- Develop strategies for creating online and mobile media content

Assessment 2: Blog portfolio

Details: 10 X 250 word posts, plus the URL of your wordpress blog. This is the final assessment task. Formative feedback on one portfolio item in week 4, then written feedback through turnitin.

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

Learning outcomes:

- Demonstrate knowledgeability about the evolution of online and mobile media and how it differs from, and impacts on, traditional journalism
- Assess the difference between professional news journalism, blogging, opinion and comment
- Consider various business models used in online and mobile media
- Develop and maintain a blog

Assessment 3: Annotated bibliography

Details: 7-8000 words. Written feedback through turnitin.

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

Learning outcomes:

- Demonstrate knowledgeability about the evolution of online and mobile media and how it differs from, and impacts on, traditional journalism
- Critically assess various forms of online communication, and identify and employ the mediums best suited to any given story
- Assess the kinds of audiences who use and access online media
- Develop strategies for creating online and mobile media content

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: 27 February - 5 March	Lecture	Introduction
	Seminar	Introduction
Week 2: 6 - 12 March	Seminar	Social Media
Week 3: 13 - 19 March	Seminar	Media Platforms
	Lecture	Researching Contemporary Journalism
Week 4: 20 - 26 March	Seminar	Technology Journalism
Week 5: 27 March - 2 April	Seminar	Funding Journalism
Week 6: 3 - 9 April	Seminar	The History of the Internet
Week 7: 10 - 16 April	Seminar	News Platforms
Week 8: 24 - 30 April	Web	Research/Reading Week
Week 9: 1 - 7 May	Seminar	Digital Audiences
Week 10: 8 - 14 May	Lecture	Essay Writing
	Seminar	Network Effect
Week 11: 15 - 21 May	Seminar	Data Journalism
Week 12: 22 - 28 May	Lecture	Finalizing Blogs
	Seminar	Data Visualization
Week 13: 29 May - 4 June	Seminar	Futures

Resources

Prescribed Resources

The readings are all available online (they may require that you login to the UNSW Library to access) so there will be no course package. The links to each reading will be located on Moodle under the week to which they are assigned

Week One: Introduction

RECOMMENDED: Van Der Haak, B., Parks, M. & Castells, M. (2012). The future of journalism: Networked journalism. *International Journal of Communication* 6, 2923-2938.

Week Two: What is social media?

COMPULSORY: Dewling, M. (2010). *Social Media: An Introduction*.

<http://www.parl.gc.ca/content/lop/researchpublications/2010-03-e.pdf>

RECOMMENDED: boyd, d. & Ellison, N. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication* 13, 210-230.

Week Three: News and journalism in the social media environment

COMPULSORY: Schlesinger, P & Doyle, G. (2014). From organizational crisis to multi-platform salvation? Creative destruction and the recomposition of news media. *Journalism*. Online first.

COMPULSORY: Steenson, S. (2011). Online Journalism and the Promises of technology. *Journalism Studies* 12(3) 311-327.

RECOMMENDED: Meikle, G (2009), 'News 2.0?' in *Interpreting News*, New York: Palgrave Macmillan, pp. 170- 195 (R)

RECOMMENDED: Newman, N and Levy, D.L (eds) (201 'Paying for news' in *Reuters Institute Digital News Report 2013: Tracking the Future of News*, Reuters Institute for the Study of Journalism, University of Oxford.

Access online: <http://www.digitalnewsreport.org/survey/2013/paying-for-news/>

Week Four: Technology Journalism

RECOMMENDED: Nordfors, D. (2004). Why we need innovation journalism and where it may have a market. *First Conference on Innovation Journalism*, 204.

Week Six: Funding Journalism

COMPULSORY: Krumsvik, A. H. (2012). Why Old media will be funding journalism in the future. *Journalism Studies* 13(5-6), 729-741.

RECOMMENDED: DeMasi, M. (2013). *Entrepreneurial journalism: A new practice with historical norms*. Thesis. State University of New York.

Week Seven: History of the Internet

COMPULSORY: <http://www.internetsociety.org/internet/what-internet/history-internet/brief-history-internet>

Week Eight: Media and News Platforms

COMPULSORY: Gillespie, T. (2010). The politics of 'platforms'. *New Media & Society* 12(3), 347-364.

Week Nine: Digital Audiences

COMPULSORY: Hermida, A. (2010). From TV to Twitter: How ambient news became ambient journalism. *M/C* 10(2). <http://journal.media-culture.org.au/index.php/mcjournal/article/viewArticle/220>

COMPULSORY: Webster, J. G. & Ksiazek, T. B. (2012). The dynamics of audience fragmentation: Public attention in an age of digital media. *Journal of communication* 62, 39-56.

RECOMMENDED: Jericho, G (2012) 'Never read the comments', in *The Rise of the Fifth Estate: social media and blogging in Australian politics* Carlton North: Scribe Publications (e-book access via UNSW Library)

RECOMMENDED: Wilson, J (2012) 'Same as it ever was', *Limited News*, (Access online) <http://limitednews.com.au/2012/09/same-as-it-ever-was/>

Week Ten: Network Effects

COMPULSORY: Abdul-Mageed, M. M. (2008). Online news sites and journalism 2.0: Reader comments on Al Jazeera Arabic. *tripleC* 6(2), 59-76.

Week Eleven: Data Journalism

COMPULSORY: Appelgren, E. & Nygren, G. (2014). Data Journalism in Sweden. *Digital Journalism* 2(3), 394-405.

Week Twelve: Data Visualization

COMPULSORY: Coddington, M. (2014). Clarifying journalism's quantitative turn. *Digital Journalism*. Online First.

RECOMMENDED: Segel, E. & Heer, J. (2010). Narrative visualization: Telling stories with data. *IEEE Transactions on visualization and computer graphics* 16(6), 1139-1148

Recommended Resources

Bruns, A. and Jacobs, J. (2006). *Uses of Blogs*. New York and Oxon: Peter Lang.

Hartley, J., Burgess, J. and Bruns, A. (eds.) (2013). *A Companion to New Media Dynamics*. London: Blackwell Publishing Ltd. (full e-book access via UNSW Library)

Newman, N and Levy, D.L (eds.) (2013). *Reuters Institute Digital News Report 2013: Tracking the Future of News*. Reuters Institute for the Study of Journalism, University of Oxford.

Download from:

https://reutersinstitute.politics.ox.ac.uk/fileadmin/documents/Publications/Working_Papers/Digital_News_Report_2013.pdf

Mandiberg, M. (ed.) (2012). *The Social Media Reader*. New York and London: New York University Press. <http://digital-rights.net/wp-content/uploads/books/Mandiberg-theSocialMediaReader-cc-by-sa-nc.pdf>

Rettberg, J. (2008). *Blogging*. Cambridge: Polity.

Course Evaluation and Development

Students will be encouraged to fill out online CATEI forms at the end of the course so that improvements may be made.