ARTS3216

Chinese Media and Communication

Term One // 2019

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Pan Wang	Pan.wang@unsw.edu.au	By appointment	Morven Brown Building, Level 2, Room 246	+61 2 9385 2349

School Contact Information

School of Humanities and Languages

Location: School Office, Morven Brown Building, Level 2, 258

Opening Hours: Monday - Friday, 9am - 5pm

Phone: +61 2 9385 1681

Fax: +61 2 9385 8705

Email: hal@unsw.edu.au

Course Details

Credit Points 6

Summary of the Course

Subject area: *Asian Studies*
This course can also be studied in the following specialisation: *Chinese Studies*

China offers a rich context for examining the cultures and politics of media and communication. The size and complexity of Chinese politics, economy and society, and China's role in shaping global media and communication systems make it central for students to understand the place of communication and information technologies, systems, practices and politics in the contemporary world. This course explores contemporary Chinese media and communication from a cultural, political and sociological perspective, paying attention to the contested and evolving developments in new digital forms and formats. This course will enable you to engage critically with a wide range of media and communication practices in China and gain advanced knowledge of Chinese media and of its communication ecosystem from governance/policy and production to circulation and consumption.

This course is taught in English and with readings in English.

Course Learning Outcomes

1. Analyse and evaluate relevant scholarly literature in Chinese media and communication studies
2. Make scholarly arguments using independently located and credible evidence
3. Communicate ideas amongst peers/ engage in discussions/debates
4. Engage proactively with complex issues in media-related practice and research

Teaching Strategies

The course is taught by way of two-hour lecture and one-hour tutorial weekly. In lectures, students learn about background information and theoretical and analytical perspectives and debates on weekly topics. In tutorials, students mainly Students are expected to engage with the lectures by giving formal comments. You should also make at least one formal presentation in tutorials and proactively respond to tutorial presentations and discussions. Your engagement with the course content is further encouraged and assessed by an essay proposal and annotated bibliography. This will prepare you to write up the research essay, which requires you to undertake independent research on a specific topic relevant to the course content.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Presentation plus transcript	30%	4pm on presentation day	1,2,3
Media Commentary	20%	26/03/2019 04:00 PM	2,3,4
Research essay	50%	16/04/2019 4pm	1,2,4

Assessment Details

Assessment 1: Presentation plus transcript

Start date: 05/03/2019 12:00 PM

Details: Students present on the content (both lectures and readings) of their assigned week. This will require you to present and discuss the core arguments from the week's readings, with additional research. The goals of your presentation are to (1) communicate your interpretation of the week's main concepts and ideas, and (2) generate discussion among your peers and further understanding of the course content. You should submit the transcript of your presentation for assessment. Feedback via individual comments and rubric.

Additional details:

Refer to details of assessment tasks on Moodle

Submission notes: Please submit both presentation file and transcript as one file to Turnitin by the due date

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 2: Media Commentary

Start date: Not Applicable

Length: 800-1,000 words

Details: Students are requested to choose a show/report in a particular media format in China (either Chinese or English) and write a commentary on it. Examples can include a particular television show, radio program, newspaper report, advertisement, magazine article, film, website, digital media practice or a book. Students are encouraged to use three academic sources to complete the task. Length: 800-1000 words.Written feedback will be provided via Turnitin.

Additional details:

Refer to details of assessment tasks on Moodle

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 3: Research essay

Start date: Not Applicable

Length: 3,000 words

Details: Students write an essay (ca. 3,000 words) based on independent research. Feedback via individual comments and rubric. This is the final assessment for attendance purposes.

Additional details:

Refer to details of assessment tasks on Moodle

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Attendance Requirements

Attendance of Lectures and Tutorials is mandatory in this course. Unexcused absence from more than 20% of Lectures and Tutorials will result in the award a fail grade.

In lectures and tutorials you will actively engage with core course content, enabling you to attain CLO 1.

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 1: 18 February - 24 February	Blended	Introduction: Chinese media industry: media reform and their aftermaths
Week 2: 25 February - 3 March	Blended	Entertainment television
Week 3: 4 March - 10 March	Blended	Soft power and public diplomacy
Week 4: 11 March - 17 March	Blended	Media control and censorship
Week 5: 18 March - 24 March	Blended	Investigative journalism
Week 6: 25 March - 31 March	Blended	Independent documentary
Week 7: 1 April - 7 April	Blended	Social media and digitalisation
Week 8: 8 April - 14 April	Blended	Chinese film
Week 9: 15 April - 21 April	Blended	Advertising
Week 10: 22 April - 28 April	Reading	Reading week

Resources

Prescribed Resources

See reading list on Leganto and additional readings on course Moodle page. There is no course reader in print

Recommended Resources

Books:

Shirk, L. S. (ed.) 2011, Changing Media, Changing China, New York: Oxford University Press

Rawnsley, G. & Rawnsley, M.Y. (Eds.), 2015, The Routledge Handbook of Chinese Media London: Taylor & Francis

Meng Bingchun 2018, The Politics of Chinese Media: Consensus and Contestation, Palgrave Macmillan US

Websites: China media project: http://chinamediaproject.org/;

China digital times: http://chinadigitaltimes.net/

Course Evaluation and Development

The course will be evaluated using UNSW's myExperience system. Informal feedback, in the form of suggestions or comments is very welcome from all of you at any time during or after the course.

Submission of Assessment Tasks

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, assessment tasks 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.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

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/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

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 (http://www.lc.unsw.edu.au/). 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.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
http://subjectguides.library.unsw.edu.au/elise/aboutelise

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

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