UNSW AUSTRALIA | Arts & Social Sciences

School of Humanities and Languages

ARTS3216
Chinese Media and Communication
Semester 2, 2018

Course Overview

CRICOS Provider Code 00098G

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Dr Pan Wang	Pan.wang@unsw.edu.au	Monday 2pm – 4pm Wednesday 1pm – 3pm	Morven Brown 246	9385 2349

School Contact Information

School of Humanities and Languages
Location: School Office, Morven Brown Building, Level 2, Room 258
Opening Hours: Monday – Friday, 9am – 5pm
Phone: +61 2 9385 1681
Fax: +61 2 9385 8705
Email: hal@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 attendance protocols in the Faculty of Arts and Social Sciences: https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

CRICOS Provider Code 00098G

Academic Information

For essential student information relating to: 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 academic information, see https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

CRICOS Provider Code 00098G

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.

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

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.

Assessment

Assessment Tasks

Assessment Task	Weight	Due Date	Student Learning Outcomes Assessed
Presentation plus transcript	30%	4pm, presentation day	1,2,3,4
Media commentary	20%	4pm, 3 Sep 2018 (week 7)	1,2,3,4
Research essay	50%	4pm 15 Oct 2018 (week 12)	1,2,3,4

Assessment Details

Assessment 1: Presentation plus transcript (30%)

Length: 20 minutes including Q&A

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.

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

Assessment 2: Media Commentary (20%)

Length: 800 – 1000 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.

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

Assessment 2: Research Essay (50%)

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.

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

CRICOS Provider Code 00098G

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, 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.

Late Assessment Penalties

Students are responsible for the submission of assessment tasks by the required dates and times. Depending of the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the

penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

Task with a non-percentage mark

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore 17 – [25 (0.05 x 3)] = 13.25

Task with a percentage mark
If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore 68 – 15 = 53

Work submitted 10 to 19 days after the stipulated deadline will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;

Work submitted 20 or more days after the stipulated deadline will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:
https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

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, aclass 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 webstie:
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 (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

Course Schedule

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	Topic: Introduction: Chinese media and communication
Week 2: 30 July – 5 August	Blended	Topic: Chinese media industry: media reform and their aftermaths
Week 3: 6 August - 12 August	Blended	Topic: Entertainment and lifestyle television
Week 4: 13 August -19 August	Blended	Topic: privatization and marketization of love, sex and marriage
Week 5: 20 August – 26 August	Blended	Topic: Soft power and public diplomacy
Week 6: 27 August – 2 September	Blended	Topic: Media control and censorship
Week 7: 3 Sep. - 9 Sep.	Blended	Topic: Investigative journalism and citizen activism
Week 8: 10 Sep. – 16 Sep.	Blended	Topic: Independent video production: activism or voyeurism
Week 9: 17 Sep. – 23 Sep.	Blended	Topic: Digitalization and social media
Break: 24 Sep. - 30Sep.	Homework	Recess
Week 10: 1 October - 7 October	Homework	No lecture or tutorial class this week
Week 11: 8 October - 14 October	Blended	Topic: Chinese film
Week 12: 15 October -21 October	Blended	Topic: Advertising
Week 13: 22 October -28 October	Tutorial	Topic: Diasporic Chinese media

Resources

Prescribed Resources

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

Recommended Resources

Book:
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

Website:
China media project: http://chinamediaproject.org/;
China digital times: http://chinadigitaltimes.net/

Course Evaluation and Development

This 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.

Image Credit

Photo by Zhang Kaiyv on Unsplash

CRICOS

CRICOS Provider Code: 00098G