MDIA5003

Online and Mobile Media

Term One // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Elaine Jing Zhao	jing.zhao@unsw.edu.au	Wednesday 11:00-12:00 by appointment	Robert Webster 231D	+61 2 9385 8066

School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

This course focuses on various forms of online and mobile media, their affordances and constraints, the use and non-use by multiple publics, and the impact on contemporary communication and cultural production. It provides opportunities for students to engage critically with new media theory, and to reflect on their own observations and experiences.

Topics covered in this course include the evolution of online and mobile technologies, multiple perspectives on digital audiences/users, network effects, the ways that communication professionals employ online and mobile media, the tensions around platform politics, copyright, open source production, and use of data.

Course Learning Outcomes

1. Demonstrate the ability to critically assess various forms of online and mobile media, and to identify and comprehend the diverse publics that use and access online media.
2. Conceptualise the impact of online and mobile media on contemporary communication and cultural production.
3. Critically evaluate and analyse academic and industry literature in relation to mobile and online media.
4. Apply relevant theoretic knowledge and skills as communication specialists.

Teaching Strategies

The course will be taught face-to-face in a lecture plus 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

Please refer to detailed guidelines and support resources on Moodle.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Annotated bibliography	20%	08/03/2020 11:59 PM	1,3
Blog portfolio	35%	22/03/2020 11:59 PM	1,2,3
Essay	45%	26/04/2020 11:59 PM	1,2,3,4

Assessment Details

Assessment 1: Annotated bibliography

Start date:

Length: 700-800 words

Details: 700-800 words.Written feedback through Turnitin.

Additional details:

Please refer to further detailed guidelines and support resources on Moodle.

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

Assessment 2: Blog portfolio

Start date:

Length: 1000 words in total

Details: 1000 wordsfeedback through Turnitin.

Additional details:

Please refer to further detailed guidelines and support resources on Moodle.

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

Assessment 3: Essay

Start date:

Length: 1500 words

Details: 1500 words.Written feedback through Turnitin.

Additional details:

Please refer to further detailed guidelines and support resources on Moodle.

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

Resources

Prescribed Resources

Available on Moodle.

Recommended Resources

Available on Moodle.

Course Evaluation and Development

This course will undergo continual development, via feedback processes such as myExperience survey and collegial review. We will also collect informal feedback in the form of anonymous suggestions and comments throughout the course. We appreciate your feedback and take them very seriously. Thank you in advance for co-creating 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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