ARTS2091

Mobile Cultures

Term Two // 2020

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
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School Contact Information

School of the Arts and Media

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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

Media are increasingly portable, mobile, networked and ubiquitous. But what are the conditions that have given rise to these new media technologies and practices, and how might we respond to new mobile networks and forms of participation that mobile media allow? From mass media to mass migration, mobility is one of the key concepts of modern life. This course investigates mobile media in the context of the pervasiveness of mobility in modern life and the way in technology enables and controls all kinds of mobile cultures.

This subject will survey the history of mobile and portable media from transistor radios through to iPhones within a larger context of mobile cultures in which we move from, village to city, home life to car culture, from airport to internet. Students will be able to investigate the current state of play in the mobile media landscape and contextualise their understanding in a broad cultural, historical and theoretical context.

Course Learning Outcomes

1. Apply a mobilities framework to contemporary technological and social configurations
2. Investigate the means by which different regimes of power operate to shape understandings and experiences of time and space
3. Work collaboratively in groups to facilitate the learning of other students
4. Produce a high level of academic research and writing

Teaching Strategies

Rationale:

The mediascape has changed dramatically in recent decades. The exponential growth of global travel, the rise of the internet and the uptake of mobile phones and personal media players has fundamentally altered our everyday lives, our society and our sense of self.

This course is designed to assist students in conceptualizing this moment of radical reconfiguration. Moving away from traditional static models of mass-media towards theorizations emphasizing mobility, connectivity and personalization, this course is designed to give the students the up-to-date understanding of contemporary media that they will need to become successful media practitioners. This course does not primarily focus on specific mobile technologies (which themselves will be outmoded shortly), but rather seeks to provide an appropriate and relevant academic framework for students to engage with and develop. The assessments in this course are designed to promote a deep engagement with the key theoretical concepts and theorists as well as to encourage self-reflexive and collaborative learning.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Tutorial Tasks	20%	29/06/2020 11:59 PM	1,2,3,4
Short Essay	50%	13/07/2020 11:59 PM	1,2,4
Take-home exam	30%	28/07/2020 09:00 AM	1,2,3,4

Assessment Details

Assessment 1: Tutorial Tasks

Start date: Week 1 tutorial

Details:

Tutorial tasks combining multiple choice and short answer responses equivalent to 800-1000 words in total.

Students will receive rubric grade.

Additional details:

These tasks will feature short answer and multiple choice questions based on the activities that you do in tutorials from week 2 - 4. You will answer on Moodle and the questions will remain open until the due date in week 5.

Assessment 2: Short Essay

Start date: Not Applicable

Details:

1500-2000 words. Students will receive rubric and comments.

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

Assessment 3: Take-home exam

Start date: 27/07/2020 09:00 AM

Details:

Take-home exam consisting of 3 short-answer questions requiring c.300 word answers. You have 24

hours to submit your answers from the start date and time.

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

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 1 June - 5 June	Lecture	Introducing mobile cultures: how do we study culture, communication and mobile media?
	Tutorial	Course overview & introductions. Exploring the origins of modern apps.
Week 2: 8 June - 12 June	Web	The walk through method for analysing apps
	Tutorial	Exploring the walkthrough method.
Week 3: 15 June - 19 June	Web	Has mobile media changed communication?
	Tutorial	Analysing texting practices
Week 4: 22 June - 26 June	Web	Bitmoji, stickers, and the 'designed self'
	Tutorial	Exploring the meanings of digital stickers and Bitmoji.
Week 5: 29 June - 3 July	Web	Mobile photography part 1
	Tutorial	Analysing image posting practices part 1.
Week 6: 6 July - 10 July	Reading	This is a reading week. No lecture; no tutorials
Week 7: 13 July - 17 July	Web	Mobile photography part 2
	Tutorial	Analysing image posting practices part 2.
Week 8: 20 July - 24 July	Web	News apps and 'fake news'
	Tutorial	Finding and analysing instances of deceptive mobile communication and 'fake news'.
Week 9: 27 July - 31 July	Web	Mobile eyewitness
Week 10: 3 August - 7 August	Tutorial	Exploring practices of mobile eyewitness.
	Web	Ephemeral mobile media
	Tutorial	Exploring ephemeral media norms.

Resources

Prescribed Resources

The textbook for this course is:

Zappavigna, M. (2012). [Discourse of Twitter and Social Media](#). London, Continuum.

It is available as an e-book via the library or as a print book in the UNSW bookshop.

Recommended Resources

Recommended resources will be included in the reading list on Moodle via Leganto.

Course Evaluation and Development

Feedback for this course will be gathered both informally, in tutorials, and formally, via the myExperience survey near the end of semester.

In previous years students have asked for blended learning with lectures delivered online. I have responded to this feedback by offering online lectures. The lecture will be delivered as short videos, along with other resources such as multimedia, quizzes (to make sure you understand the material as we move through the course), and links to examples of mobile media use.

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/

Image Credit

Zappavigna (2020)

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Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.