



ARTS3090

Media, Culture and Technology Capstone: Media Cultures

Term Two // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Ramaswami Harindranath	r.hari@unsw.edu.au	by appointment		

Tutors

Name	Email	Availability	Location	Phone
Rodney Wallis	r.wallis@unsw.edu.au	by appointment		

School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: www.arts.unsw.edu.au/sam

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 examines the complex relations between the media, society, politics and culture, exploring the diverse ways in which the media influence and are influenced by developments in social and political culture. The Media Capstone will address topical issues relating to media, technology and culture. It will use recent developments and current case studies drawn from a variety of sources such as news and entertainment, debates on social media and new information technologies, media campaigns, and popular culture to examine the broader socio-political context in which the media are located. Using key theories and concepts, this course will explore a range of relevant issues that demonstrate the centrality of the media to contemporary culture.

Course Learning Outcomes

1. Demonstrate an understanding of cultural, economic and political dynamics arising from relations between media and culture
2. Display the ability to critically investigate the implications of these relationships on populations, the self, and a range of media institutions
3. Demonstrate skills in analytic writing and the rigorous application of theoretical concepts to everyday examples of cultural and media value
4. Show an ability to think independently, critically and creatively about value formations resulting from the relation between media and culture
5. Demonstrate an ability to develop research capacities in a media area of specific interest

Teaching Strategies

This is the level 3 Media Capstone course. It builds on skills developed and knowledge gained in levels 1 and 2 courses, and allows students to develop skills in higher order analysis and self-directed learning. The course is delivered via a lecture and a seminar each week. Seminars will be open to dialogue and discussion, with the aim of exploring the readings and related case studies and questions in a collaborative and rigorous way.

The course is not about rote learning, but rather involves actively thinking about and engaging with a number of key issues, developments, concepts, perspectives, theories and debates. As this is a Capstone course, students are expected to demonstrate a strong grasp of media issues, contexts, theories and ethics which have been honed through previous coursework. Students are expected to take control of their own learning, rather than passively waiting for information to be delivered. This will assist in their transition into the workforce.

All students are expected to come to each seminar well prepared with notes on the readings and from the lectures, as well as any ideas or issues they want to pursue. The readings are intended to be thought provoking and students will need to devote at least 4-5 hours per week to preparation. The course is aimed at building productive and lively communities of inquiry.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Portfolio	35%	10/07/2021 11:00 PM	1, 2, 3
Class Presentation	15%	Last tutorial	1, 2, 3, 4
Essay	50%	13/08/2021 11:00 PM	1, 2, 3, 4, 5

Assessment Details

Assessment 1: Portfolio

Start date: Not Applicable

Length: 1500

Details:

1500 words: Students will submit 3 entries, approximately 500 words each entry excluding references. A marking sheet with written comments and mark will be provided via Turnitin.

Assessment 2: Class Presentation

Start date: Not Applicable

Details:

Students will make individual presentations of about 10 minutes each on their topic for the Essay. This will occur in a tutorial class towards the end of the term. This task is closely scaffolded to the Essay and encourages students to put forward an argument in verbal form. A marking sheet with written comments and mark will be provided.

Additional details:

Students will make their presentations in class in the final week of the teaching term.

Assessment 3: Essay

Length: 2000 words

Details:

2000 words. This is the final assessment task.

Each assignment will be given a numerical mark and a grade.

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: 31 May - 4 June	Lecture	Introduction to Course: Cultural Complexity
	Tutorial	Cultural Complexity
Week 2: 7 June - 11 June	Lecture	The Politics of Representation
	Tutorial	The Politics of Representation
Week 3: 15 June - 18 June	Lecture	Ethics of Representation
	Tutorial	Image Ethics
Week 4: 21 June - 25 June	Lecture	Race, Media & the Politics of Difference
	Tutorial	Ethnic Media: Race & the Politics of Difference
Week 5: 28 June - 2 July	Lecture	Digital Documentaries
	Tutorial	The Veridicality of Documentary Representation
Week 6: 5 July - 9 July	Reading	Reading Week
	Reading	Reading Week
Week 7: 12 July - 16 July	Lecture	Refugees, Indigenous Communities & the Media
	Tutorial	Borders, Indigeneity, Media
Week 8: 19 July - 23 July	Lecture	Media & Authoritarianism
	Tutorial	Authoritarian Media
Week 9: 26 July - 30 July	Lecture	Big Data & Democracy
	Tutorial	Data & Democracy
Week 10: 2 August - 6 August	Lecture	Revisiting Concepts and Analyses
	Tutorial	Class Presentations (assessment 2)

Resources

Prescribed Resources

- Required Readings

Recommended Resources

Not available

Course Evaluation and Development

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

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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.