



UNSW
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ARTS1090

Media, Culture and Everyday Life

Semester One // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Scott Shaner	s.shaner@unsw.edu.au	Thursdays 3-4pm; Fridays 12:30-1:30pm	Webster 311E	9385 6804

Tutors

Name	Email	Availability	Location	Phone
Luke Sharp	l.sharp@unsw.edu.au	in class times only		
Stephen Owen	stephen.owen@unsw.edu.au			
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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.

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/>

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/>

Course Details

Credit Points 6

Summary of the Course

Subject Area: Media, Culture and Technology

Media, Culture and Everyday Life offers an accessible grounding in the traditions, perspectives and concepts of media studies. Starting with the familiar and the everyday, this course introduces you to the breadth of contemporary media studies from television and the tradition of mass media studies, to telephony and the study of networked media and communication technologies. With an eye on the way that television and telephony have adapted to changing realities over the decades, this course explains how media and communication technologies have transformed the rhythms of everyday life, the organisation of domestic space, the boundaries between private and public, and our sense of involvement with national and public collectivities. In addition, the course examines the concept of mediation by exploring how both television and telephony shape the experience of time, distance, immediacy and liveness.

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

1. show competency in foundational concepts in media theory
2. critically analyse and interrogate the social and cultural dynamics of media technologies and their uses and impacts on everyday life
3. utilise skills required in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning and intellectual autonomy
4. use preliminary skills in research design and methods, and in information literacy

Teaching Strategies

Lectures

Lectures are compulsory, so you'll need to engage with the lecture material in some form or you'll be lost. Video presentations of the lectures (ECHO360), along with the presentation slides, will be distributed each week via the ARTS1090 Learning Management System (LMS). Although the theatre and class size are large, we still seek to make the lecture as interactive and engaging as possible. At times, you'll be encouraged to speak and ask questions, have your say, to offer ideas and participate in debates. We want you to see the lecture as a chance to think together not merely consume pre-packaged knowledge. The lecture slides will be available on the course LMS, after the lecture, so there is no need for you to furiously write. It is always much better to listen and get involved.

Tutorials

Tutorials are smaller groups where students have a chance to ask questions and verbalise their understanding of the course content with a member of the course staff present. You will also be given tasks and exercises to complete in class for some weeks, so you'll need to check the course LMS in advance of each tutorial.

The aim of these tutorials is to encourage debate amongst students. It is through talking and discussion that ideas come alive and different perspectives become available to us. Teachers are there to help facilitate discussion and build a community of inquiry, not to give another lecture. So you need to be prepared before each meeting to play an active role in these discussions.

Online Learning

The course will also use a LMS. This can be accessed from the UNSW Web Single Sign On at <http://my.unsw.edu.au>

Although the course is conducted predominantly in face-to-face teaching mode, it is essential that you consult the course LMS on a weekly basis and participate actively in any discussions or learning components that arise during the course.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Literature review	30%	17/05/2018 05:00 PM	1,2,3,4
Final exam	30%	Not Applicable	1,2
Annotated bibliography	20%	19/04/2018 05:00 PM	1,2,3,4
Concept reflection	20%	22/03/2018 05:00 PM	1,2,3

Assessment Details

Assessment 1: Literature review

Start date:

Details: 1500 words. Students will receive a mark and grade. Additionally online written feedback and rubric indicating the standard of achievement on individual assessment criteria will be provided.

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

Assessment 2: Final exam

Start date: Not Applicable

Length: 2 Hours

Details: 2 hours. This is the final assessment task. Students will receive a mark and grade via the Learning Management System course module.

Additional details:

Students must be available to sit the ARTS1090 Final Exam during the UNSW S1 Exam Period (8 Jun 2018 – 25 Jun 2018). The actual date of the exam will be scheduled and released by the University to you via myunsw on 23 Apr 2018, 9:30am (as provisional timetable). The provisional timetable will become finalized on 27 Apr 2018, 9:30am.

No alternative exam arrangements will be entered into without an approved application for Special Consideration from the University. The UNSW Special Consideration policy can be read here - <https://student.unsw.edu.au/special-consideration>

Study Abroad students or students on foreign exchange who wish to depart Australia before the completion of the semester (i.e. 25 June 2018) should NOT enroll in this course. No overseas proctoring arrangements will be allowed AND no student will be offered an exam before the exam date scheduled by the University.

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Annotated bibliography

Start date:

Details: 800 words. Students will receive a mark and grade. Additionally online written feedback and rubric indicating the standard of achievement on individual assessment criteria will be provided.

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

Assessment 4: Concept reflection

Start date:

Details: 800 words. Students will receive a mark and grade. Additionally online written feedback and rubric indicating the standard of achievement on individual assessment criteria will be provided.

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

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

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen (14) days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component, a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one (21) days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

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, a class 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 website:

<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

- 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>)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 26 February - 4 March	Lecture	<p>Media, Culture and Everyday Life</p> <p>This week will talk about the relationship between media and culture and how contemporary issues around the media can be explored from this perspective.</p>
Week 2: 5 March - 11 March	Lecture	<p>Domestication</p> <p>This week's topic looks at the historical relationship between 'homes' and media technologies. We will argue that media is best understood from the perspective of the private cultures of use, by which we incorporate media into our daily routines and expectations.</p>
	Tutorial	<p>In tutorials this week, your tutor will orientate you to the class as well as encourage you to reflect on the role played by media rituals in your own everyday lives.</p>
Week 3: 12 March - 18 March	Lecture	<p>Researching Media/ Mediation: Time</p> <p>This week we the lecture will talk about your remaining writing assignments for the course. We will examine what we mean by the discipline of 'media studies' and discuss where the academic literature of this field of study can be found. We will also begin our exploration of the concept 'Mediation', particularly by looking at the relationship between media and our experience of time.</p>
	Tutorial	<p>Questions for this week's tutorial are: What can the concept of domestication tell us about the media? How have the media changed overtime in terms of mapping the boundaries between public and private?</p>
Week 4: 19 March - 25 March	Lecture	<p>Mediation - Space</p> <p>Week 4's lecture will continue to develop our understanding of the concept of mediation. Only this time we will explore this idea in relation to our experience of space and community.</p>
	Tutorial	<p>In tutorials this week your tutor will walk you</p>

		through ways of researching within the discipline of media studies as well as standards and procedures for referencing ideas within your assignments.
Week 5: 26 March - 1 April	Lecture	There is no lecture in Week 5 due to the Good Friday holiday on 30 March. Students should use this time to catch up on reading and work on assessment tasks for the course. Scott will be available for individual consultations on the Thursday 29 March in Webster 311E from 2-5pm.
	Tutorial	In the tutorials for Week 5 we will explore the temporalities of the media we use today and discuss its implications for identity. N.B. Friday of this week is a public holiday. If your tutorial is on Friday, you will cover this material in Week 6 (after the break).
Break: 2 April - 8 April		No classes during the mid sem break.
Week 6: 9 April - 15 April	Lecture	<p>Networks</p> <p>This week's lecture looks at the rise of computer based data networks and the ways they have transformed media. We will explore the concept of the 'Network Society' and ask if this really is a new era in the way we organise and communicate collectively.</p>
	Tutorial	As there was no lecture given in Week 5, tutorials are optional this week for all EXCEPT the Friday classes. Friday classes will cover the material they missed out on in Week 5. For everyone else, your tutor will be available for small group and/or individual consultations. Your tutor will let you know how they intend to manage these consultations closer to time.
Week 7: 16 April - 22 April	Lecture	<p>Media Convergence</p> <p>This week looks at the concept of media convergence and the implications this has for restructuring and remaking media as an Industry. We will also explore the transitions that occur alongside these industry shifts in terms of how they change the texts and user experience of media.</p>
	Tutorial	In tutorials we will discuss the concept of the Network Society and explore its implications for culture and society.
Week 8: 23 April - 29 April	Lecture	<p>Mobility -</p> <p>The Week 8 lecture explores the concept of mobility. We will look at the devices and user practices that have emerged alongside the broader sociological trend of increased mobility, globally, and explore the need to stay 'connected' while</p>

		moving through space.
	Tutorial	Tutorials this week will explore applying the ideas associated with media convergence to contemporary examples of media organisations.
Week 9: 30 April - 6 May	Lecture	Semiotics This week's lecture explores the theories and methodologies for understanding meaning as it pertains to media.
	Tutorial	This week you will discuss the lecture and readings on the topic of Mobility.
Week 10: 7 May - 13 May	Lecture	Audiences In Week 10 we explore the ways audiences have been understood in relation to media. We will explore the various methodologies for understanding what audiences do with media and question the relevance of these theories for conceptualising an increasingly active audience who engage with media along the spectrum of production and consumption.
	Tutorial	This class will explore how to apply the methodology of semiotics to analyse broader social meanings.
Week 11: 14 May - 20 May	Lecture	Identity Our last live lecture looks at the relationship between identity and media. We will ask what role, if any, the media play in producing and perpetuating the classificatory regimes by which we categorise and understand each other.
	Tutorial	Tutorials this week explore what does it mean to be part of an audience today? How have the roles we can occupy in relation to cultural production and reception changed?
Week 12: 21 May - 27 May	Blended	Conclusions and the Final Exam This Week's lecture is online only. The lecture is a video screencast that you will access via the Moodle under the Week 12 topic. In the screencast I will talk primarily about how to prepare for the final exam.
	Tutorial	Tutorials this week will discuss the role of social media in producing and enacting your identity. Are identities discursively produced? Are they

		individualised or collectivising?
Week 13: 28 May - 3 June	Tutorial	This week's tutorial will talk about the Final Exam. You will take a practice test (don't worry, the score is not recorded) and your tutor will go over the answers with you for the purposes of review.

Resources

Prescribed Resources

Required Textbook - Markham, T. *Media & Everyday Life*. Palgrave, London, 2017.

The textbook is available for purchase in the UNSW Bookshop on the main Sydney campus. Copies are also available in the high use collection of the UNSW Library. If you wish to purchase the ebook you can follow these links here -

<https://www.bookshop.unsw.edu.au/details.cgi?ITEMNO=9781137477187>

<https://unswbookshop.vitalsource.com/products/-v9781137477194>

Other Required Readings: All other readings are available via the course Moodle site. It is important that you complete all readings for each week prior to attending your tutorial.

Recommended Resources

ELISE - Library and Study Skills Development ALL undergraduate students in their first semester need to complete the library's ELISE study skills training module before the end of Week 5. See the 'Elise' tab on the library homepage: <http://subjectguides.library.unsw.edu.au/elise> for further information.

Further information about the Library's collection and services can be found here - <http://info.library.unsw.edu.au/web/services/services.html>

The Learning Centre - The Learning Centre offers academic skills support to all students enrolled at UNSW. Their services include individual consultations, academic skills workshops, Conversation Café groups, and online academic skills resources. You can make appointments and read about all they have to offer at <http://www.lc.unsw.edu.au/>

Course Evaluation and Development

Periodically student evaluative feedback on the course is gathered, using among other means, UNSW's MyExperience process.

Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. Previous student feedback about the course readings and assessment tasks have been addressed in this version of the course. You can read a description of changes we made in response to past student feedback in the Moodle.

Image Credit

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