



ARTS1090

Media, Culture and Everyday Life

Term One // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Scott Shaner	s.shaner@unsw.edu.au	by appointment only; usually available before or after the lectures	Webster 311E	9385 6804

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

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.

Course Learning Outcomes

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

You **MUST** make a serious attempt at the written assessment tasks (Assessment 3 and Assessment 4) to be eligible to achieve a Pass grade for the course.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
In-class Quiz 1	10%	Complete during Week 3	1, 3
In-Class Quiz 2	10%	Complete during Week 8	1, 3
Reading Response	30%	Not Applicable	1, 2, 3
Final Essay	50%	Not Applicable	1, 2, 3, 4

Assessment Details

Assessment 1: In-class Quiz 1

Start date: Not Applicable

Length: 30 Minutes

Details:

30 minutes

Feedback via alpha-numeric score in LMS

Additional details:

Please note that due to the global COVID-19 pandemic, the quiz will be completed outside of class during 2021.

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

Assessment 2: In-Class Quiz 2

Start date: Not Applicable

Length: 30 Minutes

Details:

30 minutes

Feedback via alphaumeric score in LMS

Additional details:

Please note that due to the global COVID-19 pandemic, the quiz will be completed outside of class during 2021.

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

Assessment 3: Reading Response

Start date: Not Applicable

Length: 1000 words

Details:

1000-words

Feedback via LMS

Additional details:

Further details of this assignment will be provided in the course Moodle.

Submission notes: Please see moodle for details

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

Assessment 4: Final Essay

Start date: Not Applicable

Length: 2000 words

Details:

2000-words

Feedback via LMS

This is the final assessment

Additional details:

Further details of this assignment will be provided in the course Moodle.

Submission notes: Please see moodle for details

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: 15 February - 19 February	Lecture	Media Rituals and Everyday Life This week will talk about the relationship between media and culture and how contemporary issues around the media can be explored from this perspective.
	Tutorial	This week's tutorial will cover the following points: <ol style="list-style-type: none">1. Academic reading skills and strategies2. What do we mean by 'everyday life'?3. Different approaches to the study of media.4. How is the study of media different from other disciplines such as psychology, criminology or sociology?5. What is a ritual? What rituals surround our use of the media and what can we learn from them?
Week 2: 22 February - 26 February	Lecture	Media and Private/Public Life Among other things, 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.
	Tutorial	In this week's tutorials we will reflect on the relationship between your 'home' and the media of the 'public'. 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? We will also discuss the upcoming Quiz in Week 3's class.
Week 3: 1 March - 5 March	Lecture	Mediation: The meaning of the Media This week we will explore the concept 'Mediation', particularly by looking at the relationship between media and our experience of time and space.

	Tutorial	<p>This week will look at the questions surrounding the meaning of media. How does the media subtly shape our experience of time and space?</p> <p>The first quiz assessment will also be completed outside of class this week.</p>
Week 4: 8 March - 12 March	Lecture	Understanding Media Technologies
	Tutorial	<p>In tutorials this week your tutor will walk you through ways of researching within the discipline of media studies as well as standards and procedures for referencing ideas within your assignments.</p> <p>We will also look at ways of understanding media technologies as well as the pervasiveness of networks today.</p>
Week 5: 15 March - 19 March	Lecture	<p>Media and Representation</p> <p>This week's lecture explores issues of representation within the media. We'll look at semiotics, or the science of signs, and discuss this as a methodology for understanding social and cultural aspects of meaning.</p>
	Tutorial	<p>This week we look at ways of analyzing media content and explore the role of the media in the social construction of reality.</p>
Week 7: 29 March - 2 April	Lecture	<p>Media Industries, Convergence and Creative Work</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	<p>This week explores issues around media convergence and the impact this has had on media industries. What does it mean to work for a newspaper, or radio, film or television today? How has this changed the texts of media? How has the role of the audience changed in light of media convergence?</p>

Week 8: 5 April - 9 April	Lecture	<p>Living with Mobile Social Media</p> <p>The Week 8 lecture explores the concepts of mobility and the idea of living with social media. 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 moving through space. We will also look at the role of algorithms in shaping the media today.</p>
	Tutorial	<p>The main concepts explored this week in tutorials include; the role of social media in everyday life, what is mobility, in what way does mobile media facilitate mobility. We will also critically examine the role of algorithms and in media today.</p> <p>We also complete the second quiz this week.</p>
Week 9: 12 April - 16 April	Lecture	<p>Media, Self and Identity</p> <p>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 ourselves and each other.</p>
	Tutorial	<p>Tutorials this week will discuss the role of media in producing and enacting your identity. Are identities discursively produced? Are they individualised or collectivising?</p>
Week 10: 19 April - 23 April	Lecture	<p>Review Lecture - In this lecture we will review the topics covered in the course and answer your questions in relation to the Final Essay due next week.</p>
	Tutorial	<p>This week's Lecture will review the course based on your feedback and questions and offer targeted assistance with the Final Essay assessment.</p>

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.

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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CRICOS

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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.