



MDIA5000

Understanding Contemporary Media

Term Two // 2021

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Edgar Gómez Cruz	e.gomezcruz@unsw.edu.au	Tuesdays 10:00-12:00	Webster 231G	+612938552 309

Tutors

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

This course will introduce you to the contemporary media landscape, with a focus on global media and media infrastructure that are influencing the role of communications within private, public and community sector organisations. You will be introduced to key concepts that frame, assist and critically challenge practitioners working in the contemporary media and communication fields. You will learn about the historical, social and political role of media with a global perspective. Through the course, you will also learn about media convergence and infrastructures, digital media, current challenges and its impact on content, organisations and the public sphere. Topics covered in this course will include: the current political economy of media, the increasing convergence in media forms, changes in the media business models, visual forms of media, and the postdigital era.

Course Learning Outcomes

1. Demonstrate an understanding of contemporary global media in terms of content, infrastructure, modes of production and circulation, and emerging audiences.
2. Understand the role the public and private sectors play in funding, owning and regulating media.
3. Use diverse practical tools and theoretical approaches in the contemporary media sphere;
4. Practice the skills for scholarly inquiry, specifically: locating relevant information, reading analytically, thinking critically and communicating clearly and convincingly using media forms.

Teaching Strategies

The course is seminar based, and focuses on critical thinking and discussion-based learning. In the first half hour of class, the lecturer will introduce key concepts and case studies in contemporary media scholarship; and core research skills for academic media research. In the remainder of the seminar, students will explore these skills and concepts via individual presentations, and small and large group exercises.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Critical reading and writing exercise	30%	18/06/2021 11:00 PM	3, 4
Seminar presentation	20%	16/07/2021 11:00 PM	3, 4
Research essay	50%	21/08/2020 11:59 PM	1, 2, 3, 4

Assessment Details

Assessment 1: Critical reading and writing exercise

Details:

1000 words.

Students will receive written feedback via Turnitin.

Additional details:

Assessment 1: Critical reading, writing and research exercise

Length: 750-1000 words

In Assessment One, you will be assessed according to the following criteria:

1. Ability to critically analyse and reflect on course content (as outlined below)
2. Ability to undertake research using academic and non-academic sources
3. Ability to present a concise, clearly written argument, supported by academic and non-academic sources
4. Ability to appropriately and ethically cite academic and non-academic sources

To successfully complete this assignment, you will need to work through the following five steps:

- 1) Choose one of the scholarly articles from Weeks 2 OR 3.
- 2) Carefully analyse your chosen reading and identify the key arguments and themes. This tip-sheet from Harvard University contains great instructions to help you undertake a 'close reading' of your chosen text: <http://writingcenter.fas.harvard.edu/pages/how-do-close-reading>
- 3) Using UNSW library databases, and/or a search engine, find one additional peer-reviewed academic article (NOT on our current reading list) and one additional expert/academic blog post or online article

that explore similar problems, arguments or themes. They do not need to be EXACTLY the same.

4) Read these two extra articles carefully and identify their key arguments and themes.

5) Write a 750-1000-word essay summarising all three articles/chapters/blog posts you have chosen, comparing and contrasting the approaches and arguments. Your essay should have an introduction, a discussion, a conclusion, and a list of references.

You will need to use Harvard or APA (ie in-text) referencing and include a reference list at the end of your essay. For a 'how-to', see <https://student.unsw.edu.au/harvard-referencing>. and <https://student.unsw.edu.au/apa>

Assessment 2: Seminar presentation

Details:

Five minute class presentation AND 500 word documentation.

Students will receive written feedback via Turnitin and verbal feedback in class.

Additional details:

Assessment 2: 5-minute online presentation plus 500-word documentation

Length: 500 words

Assessment Two: Weighting: 20% Due Date: In class (online). Submit a Word document or pdf online via Turnitin by 9am on the day of your presentation

You will be assessed according to the following criteria:

- Ability to undertake research using *credible* and *authoritative* academic and non-academic sources.
- Ability to present the required information (outlined above) clearly and concisely, in no more than 5 minutes (spoken presentation), and 500 words (written documentation).
- Ability to appropriately and ethically cite academic and non-academic sources. This assessment requires you to prepare and document a concise presentation on your 'dream' role at your ideal media employer. You may choose, for example, to work as a social media editor for The *Sydney Morning Herald*, or a video producer for *Buzzfeed*. You can choose a job/role you are already very familiar with or explore something very ambitious if you like – the sky is the limit. You are required to a) undertake research using *credible* and *authoritative* academic and non-academic sources, and b) prepare a concise 5-minute presentation in which you:

1) Describe your chosen employer including: what they are best known for, who owns it, how they describe themselves, which markets/audiences they target, what their business model is;

2) Describe the scope and duties involved in your chosen role; and finally

3) Explain why you want to work for them in the role you have chosen.

You have NO MORE than 5 minutes to present, so you should prepare no more than 4-5 powerpoint slides, a video or whatever format suits you and you can use online. Pitching is a key professional skill in media industries. Consequently, you will be STRICTLY timed – your lecturer will sound a bell at 5 minutes and you MUST stop speaking.

What do I need to include in my documentation?

Your 500 word documentation must provide clear, credible and authoritative evidence to support all the key elements of your presentation, with the addition of a complete reference list. You can write a mini-essay, or write in the style of a blog post or podcast, a feature article or job application. Whichever style you choose, you must clearly reference your work, using the Harvard referencing system.

Your reference list is NOT included in your word count. DO NOT include illustrations or powerpoint slides in your documentation.

Your 500 word documentation must be submitted by MIDDAY on the day of your assigned presentation. If you are absent on the day of your assigned presentation, but you have submitted your 500 word summary as required, you may present your powerpoint in class the following week without penalty.

If you DO NOT submit your summary by MIDDAY on the day you are scheduled to present, late penalties of 3% per day will apply until the summary is submitted (unless you have been approved for Special Consideration).

Assessment 3: Research essay

Details:

2500 words.

This is the final assessment task.

Students will receive written feedback via Turnitin.

Additional details:

Assessment 3: Research Essay

Length: 2000-2500 words

In the Reuters Institute's report *Journalism, Media and Technology Trends and Predictions 2021*, Nic Newman analyses a survey of global media leaders to identify a range of key opportunities and challenges for global media organisations. These include the problem of "COVID fallout", concerns regarding changes in business models and the opportunities offered by emergent technologies. Your essay have to respond to the following questions:

Which of these trends and predictions are most relevant to your current interests in contemporary media and/or your future career plans?

Which element is likely to be most important in your professional context (as outlined in your presentation for Assessment 2). Why?

You will be assessed according to the following criteria:

- Ability to critically analyse and reflect on course content (as outlined above)
- Ability to undertake research using academic and non-academic sources
- Ability to present a concise, clearly written argument, supported by academic and non-academic sources
- Ability to argue a point in academic essay format, consisting of an introduction, a series of linked paragraphs presenting your arguments (supported by research), a conclusion, and references.
- Ability to appropriately and ethically cite academic and non-academic sources

Attendance Requirements

"Participation in seminars will be counted as attendance"

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 31 May - 4 June	Seminar	Introduction to the Contemporary Media: A global perspective
Week 2: 7 June - 11 June	Seminar	Understanding the Political Economy of Contemporary Media
Week 3: 15 June - 18 June	Seminar	Understanding Policy, Regulation and Materialities of Media
	Assessment	Assignment 1: Critical reading and writing exercise Turnitin
Week 4: 21 June - 25 June	Seminar	Understanding Media Convergence and contemporary business models
Week 5: 28 June - 2 July	Seminar	Understanding Media texts, genres and formats
Week 6: 5 July - 9 July	Reading	READING WEEK
Week 7: 12 July - 16 July	Seminar	Understanding audiences and participation
	Assessment	5-minute in class presentation plus 500-word documentation
Week 8: 19 July - 23 July	Seminar	Understanding Media, Culture and literacies
Week 9: 26 July - 30 July	Seminar	Understanding Media Work in the Postdigital Era
Week 10: 2 August - 6 August	Seminar	Understanding Future Media and social responsibility
	Assessment	Assessment 3: Research Essay Turnitin

Resources

Recommended Resources

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

Photo by Edgar Gómez Cruz

CRICOS

CRICOS Provider Code: 00098G

Acknowledgement of Country

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