



UNSW
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ARTS1091

Media, Society, Politics

Term Three // 2019

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
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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.

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media, Culture and Technology*

This course focuses on the complex relationship between media, society and politics by examining the ways in which information is mediated between social, cultural and political institutions. It develops a conceptual framework from which to analyse the dynamic technological and regulatory environment in which the media operates and to investigate the consequences of changes in these areas for media practitioners, politicians and ordinary citizens. Topics covered include but are not limited to media ownership and regulation; the media and society; the media and politics; the media and social movements; the politics of spin; censorship, freedom of speech/press; new media and democracy; global media and global politics. Australian cases and their comparison with other national/global material will be used throughout.

Course Learning Outcomes

1. Apply Media Studies approaches and concepts productively, toward understanding and studying the contemporary relations between media, society, and politics.
2. Demonstrate a capacity to make insightful use of Media Studies frameworks and perspectives, in exploring and analysing our mediated world and the dynamics of the modern mediascape.
3. Display competencies and capabilities in communication, complex problem solving, critical thinking, creativity, and research—which are essential transferable skills required in the media/communications sector.

Teaching Strategies

This is a level 1 course, and is aimed at providing foundational skills and competencies that will be needed in level 2 and 3 courses, where these skills and competencies will be further developed. The course will allow students to establish their skills in higher order analysis and self-directed learning.

Both lectures and tutorials will be open to dialogue with the aim of exploring the readings and related questions in a collaborative and rigorous way. The course is aimed at building productive and lively communities of inquiry in both lectures and tutorials.

This course is NOT about rote learning, but involves actively thinking about and engaging with a number of key issues, developments, concepts, perspectives and debates. Students are expected to take control of their learning, rather than passively expect information to be delivered to them.

Assessment

This course outline document is primarily a policy document **ONLY**. Please refer to the Course Information area on Moodle for comprehensive details about the course, including the assessment tasks.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Short Essay	20%	11/10/2019 11:50 PM	1,3
Public Communication	30%	Not Applicable	2,3
Research Portfolio	50%	22/11/2019 11:50 PM	1,2,3

Assessment Details

Assessment 1: Short Essay

Start date:

Details: Essay, 800 to 1,000 words, 20%. This is the first assignment. Feedback will be provided via LMS.

Additional details:

Select one recorded text of your digital networked experience. It should be a trace from your online presence that displays interactivity with others and showcases something about your identity (i.e. a game you have played, a news item you have liked, a vlog you have made, a photo you've uploaded, a song you've shared etc.) Analyse and explore this text via **ONE** of the following media studies approaches:

1. Medium theory
2. Audience studies
3. Textual analysis
4. Political economy of the media

In your analysis, discuss **how** your chosen media studies approach gives you **a distinct understanding and knowledge** of the ways your media text is socially, culturally and/or politically situated in the media landscape.

Please note: Tutors will be providing workshopping opportunities in classes leading up to the first assessment.

Assessment Criteria:

- Writing and presentation: clarity and coherence of expression, grammar, punctuation, sentence construction, layout.
- Conceptual understanding: ability to show a competent understanding of relevant conceptual

frameworks, theories, and critical perspectives from the course material.

- Structure and coherence of argument: development of an articulate, coherent and effectively argued response to the question.
- Effective reading and research: productive engagement with sufficient scholarly resources, to support your statements and observations.
- Referencing: adherence to proper referencing conventions, with page numbers included where necessary.

Turnitin setting: This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Assessment 2: Public Communication

Start date: Not Applicable

Details: Presentation, 30%. This is an individual assessment. You will be tasked to deliver TWO entertaining and clearly argued talks, EACH relating to a particular topic and of 5-minute duration, during tutorial time, in TWO separate weeks, as allocated by your tutor. Feedback will be provided via LMS.

Additional details:

In WEEK ONE you will be asked to sign up to TWO different weeks in the trimester for this two-part assessment (on our subject Moodle page). For each of your two pitches, you will be asked to deliver a succinct, engaging, and clearly argued talk in 5-minutes, relating to the particular topic scheduled that week. The purpose of a pitch is to start a conversation, spark curiosity, and articulately outline questions and solutions. Pitching is an essential skill across many areas and industries, for anyone seeking to persuasively communicate an idea. Part of this assessment task is to learn and practice strategies and techniques to connect with your audience, effectively communicate key messages, and deliver your pitch with impact.

Your two pitches should contain:

1. a clear and brief statement about the significance of the topic;
2. a succinct summary of key issues, ideas, concepts, debates, perspectives;
3. the identification and rationale for ONE key point that you will discuss;
4. a discussion of your key point/questions you would like the tutorial to pursue;
5. a neat conclusion with one clearly articulated key takeaway.

Please note: The first lecture will provide tips and information on how to best structure, prepare and present your pitches. Support resources will also be made available online.

Assessment Criteria:

- Coherence: a clear structure that provides clarity of coverage
- Engagement: effective presentation skills, wherein delivery forms a productive connection with the audience
- Knowledge: a demonstrable understanding of material that emerges through an ability to convince the audience of authority/argue effectively
- Insight: an ability to apply ideas and concepts productively, as well as a capacity to develop a

meaningful set of observations or points

Submission notes: N.B. Don't forget to sign up for your presentation times in WEEK ONE. See Moodle for details.

Assessment 3: Research Portfolio

Start date:

Length: Approx. 1000 words per entry.

Details: Portfolio, 2,000 to 2,500 words, 50%. This is the final assignment. Choose TWO topics from the second half of the course, and make productive use of these topics and associated materials from the course as a whole, to creatively reflect upon and analyse specific aspects/elements of our contemporary mediated world. Feedback will be provided via LMS.

Additional details:

The Portfolio is comprised of two entries that address two course topics of your choice. (You can choose from Lecture topics in Weeks 5-10. Your two pitch topics are NOT available for selection.) You are expected to draw on and effectively engage with the readings from the course. You are encouraged to use the bonus readings as supplementary material; if you wish, you can also draw from external readings and sources. You are advised to compile course notes every week from the readings and lectures, and these course notes can then be drawn on and properly written up for your Portfolio entries.

The Portfolio is intended to help you document and work through a range of key issues, ideas, concepts, arguments, case studies, and theoretical tools. This assessment is NOT about simply providing summaries, and it is NOT about passively regurgitating content. If you wish, you may begin each entry by providing a quick overview of key points and concepts – but the main focus is on how you critically discuss and reflect on the central issues and theories. **You are required to make relevant constructive conceptual connections with other weekly topics** and materials in your entries.

Please note that the final lecture of the trimester will contain useful information on how to review, edit and develop your portfolio before submission.

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: 16 September - 20 September	Lecture	<p>Topic - Digital Media and Media Effects</p> <p>Please note that there will be no tutorials this week, but the first lecture will be important for setting up the frameworks and expectations of the course.</p> <p>You will also be asked to go to Moodle to schedule your pitches for Assessment Two (see our assessments info). Take some time to review the course information on Moodle and select the two topics that most appeal to you. Tutorial pitch schedules will be arranged according to a first come, first served basis, so please be ready to allocate your time. The online scheduling applications will be made available towards the end of the first lecture this week.</p>
Week 2: 23 September - 27 September		<p>Tutorial Topic - Digital Media and Media Effects</p> <p>Lecture Topic - Online Audiences and Networked Social Worlds</p> <p>Please note the staggered arrangement of lectures and tutorials for this course. Each tutorial focuses on the topic presented in the lecture from the preceding week.</p>
Week 3: 30 September - 4 October		<p>Tutorial Topic - Online Audiences and Networked Social Worlds</p> <p>Lecture Topic - Multimodality Online: Semiotics, Image, Sound & Text</p> <p>(Please see Moodle for detailed information on each week's conceptual focus)</p>
Week 4: 7 October - 11 October	Assessment	Assessment One Due: Friday 11th October, 11:50pm
		Tutorial Topic - Multimodality Online: Semiotics, Image, Sound and Text

		Lecture Topic - Identity as Data: The Monetization of our I.D.
Week 5: 14 October - 18 October	Blended	<p>Tutorial Topic - Identity as Data: The Monetization of our I.D.</p> <p>Online lecture - Social Media and Ideology: Our Lives Online</p> <p>Please note: this week there will be no in-person lecture in the Clancy Auditorium. Instead, an online video lecture will be made available to you at the same time as your usual lecture timeslot.</p>
Week 6: 21 October - 25 October		<p>Tutorial Topic - Social Media and Ideology: Our Lives Online</p> <p>Lecture Topic - Frames of Meaning in Trending News: Shaping the Agenda</p> <p>Please note: The in-person lecture at the Clancy Auditorium is back up and running this week.</p>
Week 7: 28 October - 1 November		<p>Tutorial Topic - Frames of Meaning in Trending News: Shaping the Agenda</p> <p>Lecture Topic - Algorithmic Culture: Audiences, Access and Business</p>
Week 8: 4 November - 8 November		<p>Tutorial Topic - Algorithmic Culture: Audiences, Access and Business</p> <p>Lecture Topic - Affordances and the Attention Economy</p>
Week 9: 11 November - 15 November		<p>Tutorial Topic - Affordances and the Attention Economy</p> <p>Lecture Topic - Ideals of the Public Sphere: the Internet, Journalism and Democracy Online</p>
Week 10: 18 November - 22 November	Assessment	Assessment Three Due: Friday 22nd of November, 11:50pm
		<p>Tutorial Topic - Ideals of the Public Sphere: the Internet, Journalism and Democracy Online</p> <p>Lecture Topic - Mediatization: Global Flows and Cultural Contexts</p> <p>Please note that the lecture this week will offer helpful information about how to review, refine and complete your final assessment, the Research Portfolio.</p>

Resources

Prescribed Resources

Resources for the course will be provided via Moodle.

Please also note that there will be workshops in tutorials to support students in producing their assessment tasks.

Recommended Resources

Resources for the course will be provided via Moodle.

Course Evaluation and Development

Refer to Moodle.

Submission of Assessment Tasks

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/>

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