



## UNSW Course Outline

# MDIA2096 Media and Social Justice - 2024

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## General Course Information

**Course Code :** MDIA2096

**Year :** 2024

**Term :** Term 3

**Teaching Period :** T3

**Is a multi-term course? :** No

**Faculty :** Faculty of Arts, Design and Architecture

**Academic Unit :** School of the Arts and Media

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

*Note: The course code for this course was previously ARTS2096*

From the climate crisis to resurgent racisms, from gender in tech to global pandemics, media is

central to social justice. Media shapes our perception of key challenges and our capacity to respond, whether we are media practitioners or simply participants in contemporary society. In this course you will learn to analyse media through a social justice lens – revealing hidden costs and social, political, cultural implications of emerging media technologies and longstanding media practices. You will be introduced to key concepts and theories from media studies, journalism studies, cultural studies, sociology, and criminology, with an emphasis on First Nations knowledges and critical approaches to race and gender. By applying this knowledge to current issues in media and to media technologies, you will equip yourself with a conceptual tool kit that will help you become a media change maker, developing alternatives to the status quo and practicing critical interventions. By the end of the course, you will have developed and begun to apply an ethical framework for working in media and for engaging with media and social justice across a wide range of work and social contexts.

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Analyse and evaluate contemporary media and media impacts through a social justice lens.
CLO2 : Demonstrate the capacity to engage with First Nations knowledges and critical practitioner interventions to understand processes of media change.
CLO3 : Develop and apply an ethical social justice framework for working in media and a wide range of related fields.

Course Learning Outcomes	Assessment Item
CLO1 : Analyse and evaluate contemporary media and media impacts through a social justice lens.	<ul style="list-style-type: none"><li>• Portfolio</li><li>• Academic poster</li></ul>
CLO2 : Demonstrate the capacity to engage with First Nations knowledges and critical practitioner interventions to understand processes of media change.	<ul style="list-style-type: none"><li>• Portfolio</li><li>• Academic poster</li></ul>
CLO3 : Develop and apply an ethical social justice framework for working in media and a wide range of related fields.	<ul style="list-style-type: none"><li>• Portfolio</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate | Zoom

# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Portfolio Assessment Format: Individual	60%	Start Date: Not Applicable Due Date: A1 Part 1 due Tuesday 7 October, A1 Part 2 Due Monday 18 November
Academic poster Assessment Format: Individual	40%	Start Date: Not Applicable Due Date: Students will prepare and present 1 Poster in 1 of the Weeks 4-9. The weekly schedule will be allocated in class

## Assessment Details

### Portfolio

#### Assessment Overview

Students will prepare 5 x 400-word written responses to 5 of the weekly topics.

Feedback via LMS.

#### Course Learning Outcomes

- CLO1 : Analyse and evaluate contemporary media and media impacts through a social justice lens.
- CLO2 : Demonstrate the capacity to engage with First Nations knowledges and critical practitioner interventions to understand processes of media change.
- CLO3 : Develop and apply an ethical social justice framework for working in media and a wide range of related fields.

#### Assessment Length

5 x 400 words = 2000 words total

#### Assessment information

A detailed Guide, resources and rubric are available in the course Moodle

#### Assignment submission Turnitin type

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

#### Generative AI Permission Level

#### Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas,

structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

If your Convenor has concerns that your answer contains passages of AI-generated text or media that have not been sufficiently modified you may be asked to explain your work, but we recognise that you are permitted to use AI generated text and media as a starting point and some traces may remain. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

## Academic poster

### Assessment Overview

Students will prepare an academic poster. Students will briefly present their poster in class to facilitate peer learning.

Feedback via the course LMS.

### Course Learning Outcomes

- CLO1 : Analyse and evaluate contemporary media and media impacts through a social justice lens.
- CLO2 : Demonstrate the capacity to engage with First Nations knowledges and critical practitioner interventions to understand processes of media change.

### Detailed Assessment Description

A detailed Guide and Rubric are available in the course Moodle

### Assessment Length

Academic Poster + 5min presentation

### Assessment information

A detailed Guide, resources and rubric are available in the course Moodle

### Assignment submission Turnitin type

This is not a Turnitin assignment

### Generative AI Permission Level

### Planning/Design Assistance

You are permitted to use generative AI tools, software or services to generate initial ideas, structures, or outlines. However, you must develop or edit those ideas to such a significant extent that what is submitted is your own work, i.e., what is generated by the tool, software or service should not be a part of your final submission. You should keep copies of your iterations to show your Course Authority if there is any uncertainty about the originality of your work.

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For more information on Generative AI and permitted use please see [here](#).

## General Assessment Information

### Grading Basis

Standard

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Tutorial	Week 1 - Media and Social Justice: Introduction and Overview
Week 2 : 16 September - 22 September	Tutorial	Week 2 - Hidden costs of AI
Week 3 : 23 September - 29 September	Tutorial	Week 3 - Framing the climate crisis
Week 4 : 30 September - 6 October	Tutorial	Week 4 - EdTech in the pandemic university
Week 5 : 7 October - 13 October	Tutorial	Week 5 - Who counts in the news?
	Assessment	A1 Part 1 Portfolio Due Tuesday 8 October
Week 6 : 14 October - 20 October	Activity	FLEX WEEK
Week 8 : 28 October - 3 November	Tutorial	Week 8 - Public media values
Week 9 : 4 November - 10 November	Tutorial	Week 9 - Media Interventions
Week 10 : 11 November - 17 November	Tutorial	Week 10 - More Just Media Futures
Week 11 : 18 November - 24 November	Assessment	A1 Part 2 Portfolio Due Monday 18 November

## Attendance Requirements

### School of the Arts and Media mandatory attendance requirements

The School of the Arts and Media recognizes that to equip students with UNSW Graduate Capabilities to be Scholars, Professionals, Leaders, and Global Citizens, it is vital to ensure

regular attendance. Only through ongoing engagement with peers can students develop effective skills to communicate, collaborate with, and lead others, including the ability to negotiate cultural differences and the awareness to act ethically and respectfully around others. Furthermore, only in the classroom will students be able to voice their opinions, hear those of others, engage in debate to develop their knowledge, and learn first-hand from world experts in their field of study.

**The School has a minimum attendance requirement of 80% for all non-lecture classes (tutorials, seminars, workshops, etc). Failure to meet the minimum attendance requirement will result in an Unsatisfactory Fail (UF) for the course regardless of performance on assessment tasks or other requirements for the course.**

A student may be advised by the Course Convenor to withdraw from the course if they have already missed more than 20% of classes by the term census date. Students may also be refused final assessment if they have not met attendance requirements at the end of term.

An artefact of student attendance will be recorded by tutors and kept by the School. If a student has legitimate, documented explanation for absences (including adjustments provided by Equitable Learning Plans), the Course Convenor may choose to prescribe supplementary tasks in lieu of attendance.

Mandatory attendance requirements for SAM courses are aligned with these Program Learning Outcomes:

#### **Bachelor of Arts (3409)**

4. Collaborate effectively with others and engage sensitively with diverse cultural perspectives.
5. Communicate and debate complex ideas in a range of different contexts using a variety of suitable media.
8. Act ethically, respectfully and responsibly.

#### **Bachelor of Media (3341)**

2. Critically analyse the evolving media landscape in relation to historical, social, political, material and theoretical contexts, including settler colonialism
5. Deploy a critically informed approach to ethics, justice, and social engagement in media practices, industries, and contexts.

7. Collaborate effectively with local and international communities of practitioners across media contexts.

#### **Bachelor of Fine Arts (4830)**

4. Communicate complex ideas about art and culture using coherent methods for a variety of audiences.

6. Contribute to contemporary creative fields through self-reflexive, ethical, and sustainable practices that incorporate principles of equity, diversity, and inclusion.

7. Employ professional practice principles to realise independent and collaborative initiatives.

#### **Master of Communication and Journalism (8232)**

4. Investigate and analyse issues and, through a range of media, articulate their complexities to a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

#### **Master of Public Relations and Advertising (8281)**

4. Shape nuanced, media-aware communication strategies and tactics for a range of specialist and non-specialist audiences

6. Act ethically, respectfully, and responsibly in the context of professional and regulatory frameworks

7. Collaborate effectively with others

## **Course Resources**

### **Prescribed Resources**

Required weekly readings are available via Moodle

# Recommended Resources

Recommended resources are listed in Moodle

# Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Tanja Dreher				by appointment	Yes	Yes

# Other Useful Information

## Academic Information

For essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Student equity and disability;
- Special Consideration in the event of illness or misadventure;
- Examination information;
- Review of results;

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines>

## 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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original 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 for the purpose of them plagiarising, 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.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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 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

### Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

## Use of AI for assessments | UNSW Current Students

### **Submission of Assessment Tasks**

Assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

### **Late Submission Penalty**

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here.](#)

**Important note:** UNSW has a “fit to sit/submit” rule, which means that if you sit an exam or submit a piece of assessment, you are declaring yourself fit to do so and cannot later apply for Special Consideration. This is to ensure that if you feel unwell or are faced with significant circumstances beyond your control that affect your ability to study, you do not sit an examination or submit an assessment that does not reflect your best performance. Instead, you should apply for Special Consideration as soon as you realise you are not well enough or are otherwise unable to sit or submit an assessment.

### **School-specific Information**

#### **Use of Recording Devices**

"To protect privacy and intellectual property, the School of the Arts and Media prohibits the use of recording devices in class (including live translation apps) without the explicit permission of

the tutor and other class members. Doing so will be considered a breach of the UNSW Code of Conduct and Values."

## School Contact Information

### School of the Arts and Media

**Location:** Room 312, Level 3 Robert Webster Building

**Opening Hours:** Monday -Friday, 9am - 5 pm

**Email:** sam@unsw.edu.au

**Phone:** +612 9385 4856

**web:** <https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media>