



UNSW Course Outline

MDIA3097 Current Debates in Media and Culture - 2024

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General Course Information

Course Code : MDIA3097

Year : 2024

Term : Term 1

Teaching Period : T1

Is a multi-term course? : No

Faculty : Faculty of Arts, Design and Architecture

Academic Unit : School of the Arts and Media

Delivery Mode : Multimodal

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 ARTS3097

Media are centrally implicated in our lives – both public and private. From election campaigns to

radicalisation; from transnational personal relationships to gaming; from the constitution of the global economy to online dating; media technologies play a crucial role. They have the potential to create social and political change as well as to disrupt personal lives in ways unimaginable a decade or so ago.

In this course you will examine current, 'live' topics in media, using relevant concepts and frameworks to investigate and understand present-day media-related issues. During the course, you will be encouraged to capture and study media-related events and developments as they unfold. At the beginning of the term three to four significant, exemplary, on-going topics, news stories, or developments involving the media will be chosen. The rest of the term, including lectures and tutorial readings and discussions, will be organised around two to three broad themes that are based on the chosen topics.

The key focus will be on the application of relevant theories, frameworks and concepts on these topics, and an exploration of appropriate methodologies for their analysis. The topics covered could include, for instance, digital media affordances, political communication as public strategy, online radicalisation, social media use and counter-publics, the political economy of IT industries, or surveillance and security, covering the themes of media in the *public* domain and media in the *private* domain, as well as the intersections of the two. The methodologies discussed could, in turn, include textual analysis and deconstruction, auto-ethnography, and conjunctural analysis. The emphasis will be on situating media analysis and theory within broader socio-cultural and political contexts.

Relationship to Other Courses

Please contact the School for further details, if needed.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Articulate their understanding of the role of the media in contemporary life.
CLO2 : Deploy appropriate concepts and methodologies for analysing diverse media and their impact on different social, cultural and/or political contexts.
CLO3 : Employ independent learning and self-directed research activity and display intellectual rigour in their analysis and reporting of media's role in contemporary cultures.
CLO4 : Engage in collaborative discussion and debate in a way that reflects the complexities of current socio-cultural and political formations and the media's impact on them.

Course Learning Outcomes	Assessment Item
CLO1 : Articulate their understanding of the role of the media in contemporary life.	<ul style="list-style-type: none"> • Short Essay • Class presentation • Case study
CLO2 : Deploy appropriate concepts and methodologies for analysing diverse media and their impact on different social, cultural and/or political contexts.	<ul style="list-style-type: none"> • Short Essay • Class presentation • Case study
CLO3 : Employ independent learning and self-directed research activity and display intellectual rigour in their analysis and reporting of media's role in contemporary cultures.	<ul style="list-style-type: none"> • Short Essay • Class presentation • Case study
CLO4 : Engage in collaborative discussion and debate in a way that reflects the complexities of current socio-cultural and political formations and the media's impact on them.	<ul style="list-style-type: none"> • Class presentation

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Please see Moodle for further details.

Additional Course Information

Please contact the convenor for further details, if needed.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Short Essay	35%	
Class presentation	15%	
Case study	50%	

Assessment Details

Short Essay

Assessment Overview

Students will submit a 1000 word reflective piece on a topic pertaining to media technologies in

the *private* domain. A marking sheet with written comments and mark will be provided via Turnitin.

Course Learning Outcomes

- CL01 : Articulate their understanding of the role of the media in contemporary life.
- CL02 : Deploy appropriate concepts and methodologies for analysing diverse media and their impact on different social, cultural and/or political contexts.
- CL03 : Employ independent learning and self-directed research activity and display intellectual rigour in their analysis and reporting of media's role in contemporary cultures.

Detailed Assessment Description

Please see Moodle for further details.

Assessment Length

1000 words

Assignment submission Turnitin type

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

Class presentation

Assessment Overview

Students will make individual presentations of about 5-7 minutes each on their topic for the Case Study. This will occur in a tutorial class later in the term. This task is closely scaffolded to the Case Study and encourages students to put forward an argument in verbal form. A marking sheet with written comments and mark will be provided.

Course Learning Outcomes

- CL01 : Articulate their understanding of the role of the media in contemporary life.
- CL02 : Deploy appropriate concepts and methodologies for analysing diverse media and their impact on different social, cultural and/or political contexts.
- CL03 : Employ independent learning and self-directed research activity and display intellectual rigour in their analysis and reporting of media's role in contemporary cultures.
- CL04 : Engage in collaborative discussion and debate in a way that reflects the complexities of current socio-cultural and political formations and the media's impact on them.

Detailed Assessment Description

Please see Moodle for further details.

Submission notes

Presentation delivered in person during Week 10, notes submitted via Turnitin

Assignment submission Turnitin type

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

Case study

Assessment Overview

Students will submit a 2000 word essay on a topic pertaining to the media technologies in the *public* domain. This is the final assessment task. Each assignment will be given a numerical mark and a grade.

Course Learning Outcomes

- CLO1 : Articulate their understanding of the role of the media in contemporary life.
- CLO2 : Deploy appropriate concepts and methodologies for analysing diverse media and their impact on different social, cultural and/or political contexts.
- CLO3 : Employ independent learning and self-directed research activity and display intellectual rigour in their analysis and reporting of media's role in contemporary cultures.

Detailed Assessment Description

Please see Moodle for further details.

Assessment Length

2000 words

Assignment submission Turnitin type

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

General Assessment Information

Please see Moodle for assessment instructions and guidelines.

Grading Basis

Standard

Requirements to pass course

Please see Moodle for assessment instructions and guidelines.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Tutorial	See Moodle for details.
Week 2 : 19 February - 25 February	Tutorial	See Moodle for details.
Week 3 : 26 February - 3 March	Tutorial	See Moodle for details.
Week 4 : 4 March - 10 March	Tutorial	See Moodle for details.
Week 5 : 11 March - 17 March	Tutorial	See Moodle for details.
Week 6 : 18 March - 24 March	Other	Reading Week - No Tutorials (See Moodle for details).
Week 7 : 25 March - 31 March	Tutorial	See Moodle for details.
Week 8 : 1 April - 7 April	Tutorial	See Moodle for details.
Week 9 : 8 April - 14 April	Tutorial	See Moodle for details.
Week 10 : 15 April - 21 April	Tutorial	See Moodle for details.

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

General Schedule Information

Please see Moodle for further detail.

Course Resources

Prescribed Resources

Weekly readings for tutorials will be available via Leganto.

Recommended Resources

Please see Moodle for further details.

Additional Costs

N/A.

Course Evaluation and Development

Please see Moodle for further details.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Donald Sillence		Appointment via email.	Appointment via email.	Appointment via email.	Yes	Yes

Other Useful Information

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

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

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

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

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, 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](#).

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>