UNSW Course Outline

ARTS2042 The Business of Literature - 2024

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General Course Information

Course Code : ARTS2042
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

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

This course aims to orient you to the diversity of opportunities open to those who work in literary industries, including writers, publishers, and translators, with a focus on international texts and practices. It draws on a range of practical, theoretical, analytical and creative skills and

approaches to examine the ways that literature and the literary are embedded in social, political, economic, and aesthetic realities in a range of global contexts. At its heart is a focus on the machinery of writing industries from Asia-Pacific to the Middle East and the Americas, which you will examine through a series of case studies and with the guidance of practitioners from fields such as publishing, translating, and editing. It will equip you to participate in a variety of careers in the field of the arts and humanities.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Think critically and write persuasively about the role of literature in society
CLO2 : Employ relevant technologies, methods, and research skills to the professional practice of literature
CLO3 : Construct lucid written arguments based upon close analysis of texts, use of scholarly resources, and key theoretical and practical concepts

Course Learning Outcomes	Assessment Item
CLO1 : Think critically and write persuasively about the role of literature in society	• Interview Analysis and Questions • Pitch • Take-home exam
CLO2 : Employ relevant technologies, methods, and research skills to the professional practice of literature	• Interview Analysis and Questions • Pitch • Take-home exam
CLO3 : Construct lucid written arguments based upon close analysis of texts, use of scholarly resources, and key theoretical and practical concepts	• Interview Analysis and Questions • Pitch • Take-home exam

Learning and Teaching Technologies

Moodle - Learning Management System | EdStem

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Interview Analysis and Questions Assessment Format: Individual	35%	Start Date: 09/09/2024 05:00 PM Due Date: 13/10/2024 11:00 PM
Pitch Assessment Format: Individual	20%	Start Date: 09/09/2024 05:00 PM Due Date: 03/11/2024 11:00 PM
Take-home exam Assessment Format: Individual	45%	Start Date: 15/11/2024 05:00 PM Due Date: 20/11/2024 11:00 PM

Assessment Details

Interview Analysis and Questions

Assessment Overview

Analyse an interview of a literary practitioner (translator, writer, publisher) and write follow-up questions for them.

1200 words.

Feedback via LMS

Course Learning Outcomes

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- CLO3 : Construct lucid written arguments based upon close analysis of texts, use of scholarly resources, and key theoretical and practical concepts

Detailed Assessment Description

This assessment will be marked using a rubric. You must select one among four interviews, analyse it, and discuss how it has informed your understanding of the literary field. Ask the writer 5-7 follow-up questions that seek to discover more about their respective field (e.g. translation, professional publishing, etc.). You must refer to ideas and concepts discussed in the course from weeks 1 - 5.

Assessment Length

1200 words

<u>Generative AI Permission Level</u>

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.

Pitch

<u>Assessment Overview</u>

Pitch a literary event to a funding body, a government agency, or a university.

800 words.

Feedback via LMS.

<u>Course Learning Outcomes</u>

- CLO1 : Think critically and write persuasively about the role of literature in society
- CLO2 : Employ relevant technologies, methods, and research skills to the professional practice of literature
- CLO3 : Construct lucid written arguments based upon close analysis of texts, use of scholarly resources, and key theoretical and practical concepts

<u>Assessment Length</u>

800 words

<u>Assignment submission Turnitin type</u>

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

Generative AI Permission Level

Planning/Design Assistance

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Take-home exam

Assessment Overview

2000 words.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Think critically and write persuasively about the role of literature in society
- CLO2 : Employ relevant technologies, methods, and research skills to the professional practice of literature
- CLO3 : Construct lucid written arguments based upon close analysis of texts, use of scholarly resources, and key theoretical and practical concepts

Assignment submission Turnitin type

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

Generative AI Permission Level

No Assistance

This assessment is designed for you to complete without the use of any generative AI. You are not permitted to use any generative AI tools, software or service to search for or generate information or answers.

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

General Assessment Information

<u>Grading Basis</u>

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Topic	The circulation of literature globally
Week 2 : 16 September - 22 September	Topic	Literature and Power: power relations and social forces in literature; how literatures from diferent parts of the globe relate to one another, with a focus on a text that exemplifies these power relations; The 1001 Nights, or The Arabian Nights. Introduction from Edward W. Said's Orientalism.
Week 3 : 23 September - 29 September	Topic	Who gets to be published? Market dominance, interventions, and the commercial vs small press divide
Week 4 : 30 September - 6 October	Topic	Literature and translation & the figures of the author and the translator Translation, as a theory, as a practice, and as an example of power relations between world literatures. We will continue to discuss The Arabian Nights, this time through the angle of translation.
Week 5 : 7 October - 13 October	Topic	The publisher and the publishing industry globally; the pubishing industry in the twenty-first century.
Week 6 : 14 October - 20 October	Reading	Reading week: no lecture or tutorial
Week 7 : 21 October - 27 October	Topic	Publishing and selling books in a digital world; Book culture, book selling, and the digital literary sphere
Week 8 : 28 October - 3 November	Topic	Literary prizes, international literary fame, and the mechanisms of recognition. Case studies of The Nobel Prize and Booker Prize.
Week 9 : 4 November - 10 November	Topic	Literature and censorship, with examples from the UK and China.
Week 10 : 11 November - 17 November	Topic	Literature and AI: how AI is changing the literary industry, from copyright to questions of authorship

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 creatives 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

All required course readings will be supplied via Leganto.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Jack Stanton				Email for 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 Plagarism

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