UNSW Course Outline

MDIA3092 Media in the Asia-Pacific - 2024

Published on the 23 Sep 2024

General Course Information

Course Code : MDIA3092
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 ARTS3092

Today, media is developing and innovating more rapidly in Asia than anywhere else.

Understanding those changes is vital to becoming an informed media professional, whether in Australia or elsewhere. This course aims to increase your cultural understanding of the role of media in Asia and of Asia in the transformation of media and media cultures. Building on your studies in transnational media in MDIA2092 Transnational Media, you will explore the idea of de-Westernizing our understanding of media by critically analysing emerging media practices in Asia. To do this you will discuss and apply concepts derived from Asian languages and translocally relevant experiences of the media in Asia to gain greater insight into the rise of Asian modernities. You will be encouraged to critically reflect on the concept of Asia and other geopolitical constructs, such as the Asia-Pacific, to examine the possibilities for regional synergies and integration through the flows of the media and popular culture.

MDIA2092 Transnational Media: Markets, Flows and Cultures provides important foundations for the topics studied in this course and you are encouraged to take it prior to enrolling.

Relationship to Other Courses

This course builds from the study of transnational media explored in MDIA2092 Trasnational Media: Markets, Flows, Cultures, to better understand media systems in the Asia-Pacific Region. While it is technically not a requirement to have completed MDIA2092 prior to enrolling in MDIA3092, students are encouraged to do that, because it's useful to have a basic understanding of concepts and theories which explore the global and transnational dimensions of media.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Describe and critique recent theories of regional and transnational media in the Asia-Pacific.
CLO2 : Identify patterns of adaptation and innovation in media forms and practices in the Asia-Pacific region.
CLO3 : Appraise and develop research on media forms and practices in the Asia-Pacific.

Course Learning Outcomes	Assessment Item
CLO1 : Describe and critique recent theories of regional and transnational media in the Asia-Pacific.	• Mid-Term Exam • Tutorial Group Presentation • Research Paper
CLO2 : Identify patterns of adaptation and innovation in media forms and practices in the Asia-Pacific region.	• Mid-Term Exam • Tutorial Group Presentation • Research Paper
CLO3 : Appraise and develop research on media forms and practices in the Asia-Pacific.	• Tutorial Group Presentation • Research Paper

Learning and Teaching Technologies

Moodle - Learning Management System

Additional Course Information

Look forward to seeing you in classes Week 1!

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Mid-Term Exam Assessment Format: Individual	35%	Start Date: 30/09/2024 09:00 AM Due Date: 07/10/2024 09:00 AM Post Date: 23/10/2024 12:00 AM
Tutorial Group Presentation Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: Details will be set in class during Week 1
Research Paper Assessment Format: Individual	45%	Start Date: 08/10/2024 09:00 AM Due Date: 18/11/2024 09:00 AM Post Date: 25/12/2024 09:00 AM

Assessment Details
Mid-Term Exam

Assessment Overview

Students receive a score communicated in Moodle.

Course Learning Outcomes

- CLO1 : Describe and critique recent theories of regional and transnational media in the Asia-Pacific.
- CLO2 : Identify patterns of adaptation and innovation in media forms and practices in the Asia-Pacific region.

Detailed Assessment Description

Full details of this assessment will be available in the Moodle at the start of Week 1

Assessment Length

1000-1500 words

Submission notes

Submit your file as a .docx Microsoft Word file type

Assessment information

Further details of this assignment will be provided in the course Moodle. An assignment description with assessment criteria will be posted in the Moodle at the start of Week 1. The exam questions will be released on Monday 30th September (I will update the assignment description to include the questions on that day and announce this to you).

Working from home, use the course resources (lectures, readings, discussions, etc) to answer the required amount of questions. Make sure that you refer to the concepts discussed in this course, as well as the readings which discuss them. It is expected that the exam can be completed comfortably around the rest of your life in two to three days. You get seven days to submit the exam, so try to budget your time accordingly.

Please note that the midterm exam will be due by 9am on 7th October. In 2024, this day coincides with a public holiday in NSW. If you wish to enjoy your public holiday, and long weekend for that matter, free from assessments, please just submit the exam prior to this day.

As this is an exam, which is a timed task completed at home, the standard outcome for a successful special consideration application will be to receive a supplementary exam (an equivalent exam, with different questions, to be completed over a different seven day period

when you have recovered). Students can read all about the UNSW Special Consideration policy here - https://student.unsw.edu.au/special-consideration.

If you are unable to also complete the supplementary exam over another seven day period during the term, you should use your documented circumstances to apply for late withdrawal without academic penalty with fee remission. Students can read all about the UNSW Fee Remission policy here - https://student.unsw.edu.au/fee-remission

Students should also be aware that the unauthorized and unacknowledged use of AI in assessments is a form of student misconduct at UNSW. When unauthorised use of AI in assessments is determined, penalties may include a fail and mark of zero for the course, through to suspension or permanent exclusion.

Assignment submission Turnitin type

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

Generative AI Permission Level

Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. 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.

Tutorial Group Presentation

Assessment Overview

Students receive feedback sheet in class.

Course Learning Outcomes

- CLO1 : Describe and critique recent theories of regional and transnational media in the Asia-Pacific.
- CLO2 : Identify patterns of adaptation and innovation in media forms and practices in the

Asia-Pacific region.

- CLO3 : Appraise and develop research on media forms and practices in the Asia-Pacific.

Detailed Assessment Description

Please note that this is group assessment. It appears that somehow the information in the Faculty's ECOS system must have wrongly changed when rolled over from a previous database, so the idea that this is an individual assignment is not correct. All students will work together and receive the same grade for this task. Full details of this assessment will be available in the Moodle at the start of Week 1.

Assessment Length

30-40 minutes

Submission notes

Please provide your in-class presentation aids, such as any slides or handouts, to your tutor in class.

Assessment information

This is group assessment.

Assignment submission Turnitin type

This is not a Turnitin assignment

Generative AI Permission Level

Simple Editing Assistance

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Research Paper

Assessment Overview

Students receive written feedback in Turnitin.

2,500 words.

Course Learning Outcomes

- CLO1 : Describe and critique recent theories of regional and transnational media in the Asia-Pacific.
- CLO2 : Identify patterns of adaptation and innovation in media forms and practices in the Asia-Pacific region.
- CLO3 : Appraise and develop research on media forms and practices in the Asia-Pacific.

Detailed Assessment Description

Full details of this assessment will be available in the Moodle at the start of Week 1

Assessment Length

2500

Submission notes

Please submit your assignment as a .docx Microsoft Word file type

Assessment information

Further details of this assignment will be provided in the course moodle. An assignment description will be posted at the start of Week 1 with the assessment criteria. Student's whose work is interrupted by circumstances beyond their control may be eligible for an extension through the UNSW Special Consideration policy. You can read all about that process here - https://student.unsw.edu.au/specialconsideration. Please note that the last day to submit work with an approved special consideration extension will be 5th December at 9am. If you are unable to complete the assessment within that time frame due to circumstances outside your control, you should document those circumstances and apply for late withdrawal from the course with fee remission from the University. Students can read all about fee remission here - https://student.unsw.edu.au/fee-remission

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Assignment submission Turnitin type

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

<u>Generative AI Permission Level</u>

Simple Editing Assistance

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For more information on Generative AI and permitted use please see here.

General Assessment Information

Be sure to check your file when you submit to TURNITIN. Submissions CANNOT be replaced after the due date passes. Whatever you have submitted will be locked in at the time the due date passes.You cannot change this. If you intend to submit late, and have previously submitted a draft, please make sure you delete the draft before the due time passes!

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<u>Grading Basis</u>

Standard

<u>Requirements to pass course</u>

To be eligible to receive a Pass in this course you MUST submit a serious attempt at Assignment 1 and Assignment 3. You must also meet the School of Arts and Media's Attendance Requirement.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Lecture	Asia, Asia as Method and the Asia-Pacific Effect
	Tutorial	In our first tutorial we will organise presentation groups and also discuss our existing knowledge of Asia as a way of thinking about how this idea is constructed and produced.
Week 2 : 16 September - 22 September	Lecture	Asian Media Cultures: Regionality,Transnationalism and Inter-Asian Referencing
	Tutorial	Is there an Asian media culture? What ideas, values and beliefs seemingly unite this regional media culture?
Week 3 : 23 September - 29 September	Lecture	Creativity and Creative Industries in Asia
	Tutorial	How have creative and cultural industries emerged in Asia? How should our thinking about creativity adapt and evolve?
Week 4 : 30 September - 6 October	Lecture	Idols: Celebrity and Fan cultures
	Tutorial	What permits, or limits, the popularity of Asian or Australian-Pacific 'stars' in the region?
Week 5 : 7 October - 13 October	Lecture	Platforms and Platformisation
	Tutorial	How does the Internet and the emergence of platforms affect the balance of control and freedom in Asian countries?
	Assessment	Mid-Term Exam: Be sure to check your file when you submit. Submissions CANNOT be replaced after the due date passes. Whatever you have submitted will be locked in at the time the due date passes.You cannot changes this. If you intend to submit late, and have previously submitted a draft, please make sure you delete the draft before the due time passes!
Week 6 : 14 October - 20 October	Other	Flexi week - No classes!
Week 7 : 21 October - 27 October	Lecture	Mobilities and Mobile Communication in Asia
	Tutorial	We will discuss the issues around mobility and media devices in Asia. We will examine the interplay between mobillity and evolving cultures of communication within the region.
Week 8 : 28 October - 3 November	Lecture	Asian Gaming Cultures
	Tutorial	We will discuss the rise of online and mobile gaming, as well as eSports in some Asian countries.
Week 9 : 4 November - 10 November	Lecture	The Research Paper: Applying Inter-Asian Referencing to Media Studies
	Tutorial	Finalising Your Research Paper
Week 10 : 11 November - 17 November	Lecture	Final Comments and Research Q&A
	Tutorial	All classes will operate as normal. This is your last chance to discuss the course and get help with your research papers in the lecture and tutorials this week!
Week 11 : 18 November - 24 November	Lecture	Asian Media Cultures: Regionality,Transnationalism and Inter-Asian Referencing
	Tutorial	Is there an Asian media culture? What ideas, values and beliefs seemingly unite this regional media culture?

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 readings for this course will be provided as links in the weekly topic areas in Moodle.

Course Evaluation and Development

Students are encouraged to complete the UNSW MyExperience student surveys at the completion of the course. We really value your constuctive feedback about this course and will use it to improve the learning experience for subsequent cohorts of students.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Scott Shaner		Webster 311E	use the email	TBA; By appointment	Yes	Yes
Tutor	Zhen Zhang		In classes only	NA	In class times only	No	No

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.

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