



UNSW Course Outline

MDIA5000 Understanding Contemporary Media - 2024

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General Course Information

Course Code : MDIA5000

Year : 2024

Term : Term 2

Teaching Period : T2

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 : Postgraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

This course introduces theories and practices related to data in the contemporary media landscape. It focusses on the use of data by contemporary media practitioners to produce engaging stories, algorithmic decision making, and tracking and predicting audience

engagement. You will be introduced to key concepts that frame, assist and critically challenge practitioners working with data in the contemporary media and communication fields. Through reflection, analysis and production of data projects, the course will help you develop critical views on contemporary data practices and their application to talk about the pressing issues of our times including but not limited to climate change, (neo) colonialism, algorithmic injustice and labour exploitation. The topics covered in the course will provide you with a fundamental understanding of data processes and approaches that can be used to make informed decisions on working with data.

Course Aims

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Identify and examine the use of data in contemporary media for production, circulation and engagement of content.
CLO2 : Understand the relation of diverse data processes to social, cultural and political contexts that shape our engagement with contemporary media.
CLO3 : Review and analyse data as a storytelling medium that can foreground relations and frameworks in new ways.
CLO4 : IApply strategies for working with data from theory and practice while reflecting on the decisions of data representation and stories.

Course Learning Outcomes	Assessment Item
CLO1 : Identify and examine the use of data in contemporary media for production, circulation and engagement of content.	<ul style="list-style-type: none"> • Critical response to a question on data • Critical response to weekly themes • Data storytelling project and critical reflection
CLO2 : Understand the relation of diverse data processes to social, cultural and political contexts that shape our engagement with contemporary media.	<ul style="list-style-type: none"> • Critical response to a question on data • Critical response to weekly themes • Data storytelling project and critical reflection
CLO3 : Review and analyse data as a storytelling medium that can foreground relations and frameworks in new ways.	<ul style="list-style-type: none"> • Critical response to weekly themes • Data storytelling project and critical reflection
CLO4 : IApply strategies for working with data from theory and practice while reflecting on the decisions of data representation and stories.	<ul style="list-style-type: none"> • Data storytelling project and critical reflection

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Please refer to Moodle.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Critical response to a question on data Assessment Format: Individual	10%	
Critical response to weekly themes Assessment Format: Individual	30%	
Data storytelling project and critical reflection Assessment Format: Individual	60%	

Assessment Details

Critical response to a question on data

Assessment Overview

The assessment requires a critical response to 'What is data?'

250 words.

Feedback via LMS

Course Learning Outcomes

- CL01 : Identify and examine the use of data in contemporary media for production, circulation and engagement of content.
- CL02 : Understand the relation of diverse data processes to social, cultural and political contexts that shape our engagement with contemporary media.

Assessment information

Assessment details on Moodle.

Assignment submission Turnitin type

Not Applicable

Critical response to weekly themes

Assessment Overview

Critical reading, writing, and research exercises.

Each week (across weeks 3-5) students are required to produce a short (500-word) response to one of the questions related to the topic of the week.

Feedback via LMS.

Course Learning Outcomes

- CL01 : Identify and examine the use of data in contemporary media for production, circulation and engagement of content.
- CL02 : Understand the relation of diverse data processes to social, cultural and political contexts that shape our engagement with contemporary media.
- CL03 : Review and analyse data as a storytelling medium that can foreground relations and frameworks in new ways.

Assessment information

Assessment details on Moodle

Data storytelling project and critical reflection

Assessment Overview

Students are required to select a data set and prototype it as a 'rendered' data art project using video, animation, sonification, electronic poster, infographic, visualisation, PowerPoint or other suitable storytelling format.

In the critical essay (1500 words), students reflect on the aims, intent and process undertaken—showing how their prototype relates to one or two of the topics/concepts covered by the course.

Feedback via LMS.

Course Learning Outcomes

- CL01 : Identify and examine the use of data in contemporary media for production, circulation and engagement of content.
- CL02 : Understand the relation of diverse data processes to social, cultural and political contexts that shape our engagement with contemporary media.
- CL03 : Review and analyse data as a storytelling medium that can foreground relations and frameworks in new ways.
- CL04 : IApply strategies for working with data from theory and practice while reflecting on the

decisions of data representation and stories.

Detailed Assessment Description

Assessment details on Moodle.

General Assessment Information

Assessments must be successfully submitted by the specified due date and time, or it will be deemed late, and a penalty applied. It is the responsibility of each individual student to ensure that any work is successfully submitted by the deadline, and in its correct format/version.

Detailed information on each assessment is available on Moodle.

All marks are provisional until they have been formally confirmed by the Faculty Academic Quality Committee at the conclusion of each term. Marks may be subject to change for various reasons including the application of late penalties, moderation and the application of academic misconduct penalties.

Please be aware that **all assessment tasks are required** course components. You must attempt each task in order to pass the course. Failure to complete any of these tasks will result in a failure of the entire course, even if your results in the other two tasks might add up to a numerical passing grade.

Grading Basis

Standard

Requirements to pass course

Please be aware that **all assessment tasks are required** course components. You must attempt each task in order to pass the course. Failure to complete any of these tasks will result in a failure of the entire course, even if your results in the other two tasks might add up to a numerical passing grade.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Topic	Data as media
Week 2 : 3 June - 9 June	Topic	Data basics: collection, sorting and classification
	Assessment	Assessment 1 submission due on Monday 3 June 23:55.
Week 3 : 10 June - 16 June	Topic	Data storytelling approaches I
	Assessment	Assessment 2: blog post 1 submission before tutorial
Week 4 : 17 June - 23 June	Topic	Data storytelling approaches II
	Assessment	Assessment 2: blog post 2 submission before tutorial
Week 5 : 24 June - 30 June	Topic	Datafication, Prediction and Algorithms
	Assessment	Assessment 2: blog post 3 submission before tutorial
Week 6 : 1 July - 7 July	Other	Flex Week
Week 7 : 8 July - 14 July	Topic	The Algorithmic Self
Week 8 : 15 July - 21 July	Topic	Data sovereignty and ethics
Week 9 : 22 July - 28 July	Topic	Small data
Week 10 : 29 July - 4 August	Topic	Revisiting data media and data futures
	Assessment	Assessment 3 Submission due on 4 August 23:55.

Attendance Requirements

Weekly one-hour lectures and two-hour tutorials.

SAM attendance guidelines.

SAM attendance guidelines.

Students are expected to be regular and punctual in attendance at all classes for the School of the Arts & Media (SAM) courses in which they are enrolled. We expect **80% minimum attendance in tutorials**. If students have more than two unexplained absences they may be refused final assessment.

Students who do not meet attendance expectations run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for [Special Consideration](#),

accompanied by appropriate documentation.

Course Resources

Prescribed Resources

Please refer to Moodle.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Charu Maithan i		246D			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>