



UNSW Course Outline

MDIA1090 Media, Culture and Everyday Life - 2024

Published on the 29 Jan 2024

General Course Information

Course Code : MDIA1090

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 ARTS1090

Understanding how media is used and incorporated into everyday life is essential for

professional communicators today. Beyond merely informing and entertaining us, media and media technologies have become intricately involved with our daily routines and rituals from waking up, communicating, and coordinating with family and friends, to shopping and negotiating our movements through public space. We use media more than ever before, which means knowing how to analyse and understand this shift is essential to reaching people through media as a communication professional. Rather than asking what media do to you, this course asks what we do with media. You will be introduced to academic approaches for understanding people's media practices in ways that produce grounded and realistic explanations of the power of media in our everyday lives. You will be taught the skills involved with scholarly inquiry including reading and writing about the media as well as researching and judging the relevance of academic claims about the media. By the end of the course, you will have developed a reflexive understanding of the role of media in our everyday lives and advanced skills in critically assessing media scholarship.

Relationship to Other Courses

MDIA1090 Media Culture and Everyday Life is one of three Foundation Grounding Courses in the Bachelor of Media Degree at UNSW.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Explain and implement foundational concepts in media studies.
CLO2 : Critically analyse and examine the social and cultural dynamics of media technologies and their uses in everyday life.
CLO3 : Execute skills required in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning, and intellectual autonomy.
CLO4 : Implement preliminary skills in research and information literacy.

Course Learning Outcomes	Assessment Item
CLO1 : Explain and implement foundational concepts in media studies.	<ul style="list-style-type: none">• Weekly Quizzes• Reading Response• Final Essay
CLO2 : Critically analyse and examine the social and cultural dynamics of media technologies and their uses in everyday life.	<ul style="list-style-type: none">• Weekly Quizzes• Reading Response• Final Essay
CLO3 : Execute skills required in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning, and intellectual autonomy.	<ul style="list-style-type: none">• Weekly Quizzes• Reading Response• Final Essay
CLO4 : Implement preliminary skills in research and information literacy.	<ul style="list-style-type: none">• Final Essay

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

Please see the moodle for all the relevant details

Additional Course Information

We sincerely hope you enjoy this course!

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Weekly Quizzes Assessment Format: Group	20%	Start Date: Not Applicable Due Date: Not Applicable
Reading Response Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: 11/03/2024 09:00 AM
Final Essay Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: 22/04/2024 09:00 AM

Assessment Details

Weekly Quizzes

Assessment Overview

The MDIA1090 weekly quizzes are completed in class every week. Each week the quiz will consist of 4-5 multiple choice or short answer questions that students will complete individually for 10 minutes. Then, students will work together in teams to answer the same questions for a second attempt. Students will complete 8 quizzes over the term. The marks awarded for the weekly quizzes consists of 50% from a student's individual score and 50% from the team attempt. The final score will be calculated from the 7 highest scores a student has achieved across the term. More details of this assessment may be found in the course Learning Management System.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Explain and implement foundational concepts in media studies.
- CLO2 : Critically analyse and examine the social and cultural dynamics of media technologies and their uses in everyday life.
- CLO3 : Execute skills required in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning, and intellectual autonomy.

Detailed Assessment Description

Please see Moodle for complete details

Assessment Length

30 Minutes

Submission notes

Submit in the tutorial you enrolled in.

Assessment information

In 2024, the weekly quizzes will consist of a team-based learning exercise which will be completed each week (Weeks 2-5 and 7-10) during your tutorials. You can read the full details regarding the team-based learning exercise by downloading the assignment description inside the course Moodle.

The exercise will consist of answering small number of (e.g. 4 or 5) multiple choice questions each week during your tutorial. Please understand that this is NOT a test or an exam, but rather a series of thought provoking questions to focus your attention on key concepts and learning points from the course materials we covered in the week prior. It's better to think of this as a "participation grade", rather than a knowledge test. You'll answer these questions individually first. Afterwards, you will discuss the questions in teams during your class time and then proceed to submit the answers again based on the consensus in your team.

Your individual attempts will count for 10% of your final grade. We will not count your two lowest scores over the term, so don't feel pressure or like you need to be at your best each and every week. The main thing is that you come to class!, be engaged with the weekly content and prepared to work hard for your team..

Please note, you'll need to attend the actual tutorial you have enrolled in, in order to complete the quizzes. Students will not be allowed to shift classes, for the purposes of taking a quiz once enrolments close at the end of Week 1. So, please be sure to enroll in a class that you are able to attend, if you want to do well on this 20% of your overall grade. This will also help you to get to know your classmates as well as your tutor, both of which are very important resources for your learning, during the course.

Also, note that this assignment is NOT eligible for additional short-term special consideration. Instead, special consideration is built into the assignment in the form of being able to miss two weeks of classes without it impacting your mark for this component directly. **You have already been granted two weeks of special consideration** and are able to miss those classes and the team-based learning exercise. Missing more than two weeks, however, will surely impact your engagement and success in this course. Students who have been impacted by illness or misadventure to such a great extent are encouraged to withdraw from the course and seek fee remission from the University (<https://www.student.unsw.edu.au/fees/>

remission). We will not reschedule team-based learning exercises or allow you to attend alternative classes because **you must complete this task with your assigned team in the class that you elected to enroll in. THERE IS NO EXCEPTION TO THIS POLICY!**

If you have an Equitable Learning Adjustment that makes completing this task a disadvantage for you, please provide your learning plan from UNSW Equitable Learning Services to the course convenor in the first two weeks of the term. We will then discuss with you the best way to implement your adjustments.

Students who have been found attempting to bypass the rules for this assessment, particularly by accessing the team-based learning quizzes from outside the classroom will be given an automatic zero for that week and referred to the UNSW Conduct and Integrity Office to face charges of academic misconduct.

Assignment submission Turnitin type

Not Applicable

Hurdle rules

You must attend the actual tutorial that you enrolled in and work in your assigned team to be eligible to complete this assessment in any particular week.

Reading Response

Assessment Overview

1000-words.

Full details may be found in the course LMS

Feedback via LMS

Course Learning Outcomes

- CLO1 : Explain and implement foundational concepts in media studies.
- CLO2 : Critically analyse and examine the social and cultural dynamics of media technologies and their uses in everyday life.
- CLO3 : Execute skills required in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning, and intellectual autonomy.

Detailed Assessment Description

Further details of this assignment will be provided in the course Moodle.

Assessment Length

1000 words

Submission notes

You must submit written work in 12-point font, double spaced and paginated. Please check the file you submit to turnitin and make sure it is the correct one. Whatever is submitted will be marked and you cannot change this once the due time passes.

Assessment information

Further details of this assignment will be provided in the course Moodle.

Students should also be aware that the unauthorized and unacknowledged use of AI in assessments is a form of cheating and is student misconduct at UNSW. In MDIA1090, you are NOT permitted to produce your written work using AI technology. 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.

Final Essay

Assessment Overview

2000-words.

Full details may be found in the course LMS

Feedback via LMS

Course Learning Outcomes

- CLO1 : Explain and implement foundational concepts in media studies.
- CLO2 : Critically analyse and examine the social and cultural dynamics of media technologies and their uses in everyday life.
- CLO3 : Execute skills required in scholarly inquiry, specifically: critical thinking, analytical reading and writing, independent learning, and intellectual autonomy.
- CLO4 : Implement preliminary skills in research and information literacy.

Detailed Assessment Description

Further details of this assignment will be provided in the course Moodle.

Assessment Length

2000 words

Submission notes

You must submit written work in 12-point font, double spaced and paginated. Please check the file you submit to turnitin and make sure it is the correct one. Whatever is submitted will be marked and you cannot change this once the due time passes.

Assessment information

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Assignment submission Turnitin type

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

General Assessment Information

You MUST make a serious attempt at the written assessment tasks (Assessment 2 and Assessment 3) to be eligible to achieve a Pass grade for the course.

If, during the term, you fall victim to illness or misadventure, and it impacts your ability to complete Assessments 2 and/or 3 you should apply for Special Consideration with the University. You can read all about that policy and make an application online from this page here - <https://www.student.unsw.edu.au/special-consideration>

You should read the Special Consideration policy carefully to determine if you may be eligible and for examples of documentation you can provide to make a successful application. Please note that special consideration is for short term extensions due to acute circumstances outside your control that may have impacted you during a critical period of the assessment.

Students that are unable to complete the formal assessments during the term, even with short term extensions obtained through the special consideration process, may be eligible to withdraw from the course and obtain fee remission. You can read all about the UNSW Fee Remission

policy here - <https://www.student.unsw.edu.au/fees/remission>

Please note that the absolute last possible day to submit an assessment and have it considered for Term 1, even with special consideration, will be Thursday 9th May.

Grading Basis

Standard

Requirements to pass course

You MUST make a serious attempt at the written assessment tasks (Assessment 2 and Assessment 3) to be eligible to achieve a Pass grade (50+) for the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	<p>Introduction to Media Studies</p> <p>This week will talk about the relationship between media and culture and how contemporary issues around the media can be explored from this perspective.</p>
	Tutorial	<p>This week's tutorial will cover the following points: Academic reading skills and strategies What do we mean by 'everyday life'? Different approaches to the study of media. How is the study of media different from other disciplines such as psychology, criminology or sociology? What is a ritual? What rituals surround our use of the media and what can we learn from them?</p>
Week 2 : 19 February - 25 February	Lecture	<p>Week 2: Media Practices</p> <p>Among other things, this week's topic looks at the historical relationship between 'homes' and media technologies. We will argue that media is best understood from the perspective of the private cultures of use, by which we incorporate media into our daily routines and expectations.</p>
	Tutorial	<p>In this week's tutorials we will reflect on the relationship between your 'home' and the media of the 'public'. Questions for this week's tutorial are: What can the concept of domestication tell us about the media? How have the media changed over time in terms of mapping the boundaries between public and private?</p>
Week 3 : 26 February - 3 March	Lecture	<p>Mediation: The meaning of the Media</p> <p>This week we will explore the concept 'Mediation', particularly by looking at the relationship between media and our experience of time and space.</p>
	Tutorial	<p>This week will look at the questions surrounding the meaning of media. How does the media subtly shape our experience of time and space?</p>
Week 4 : 4 March - 10 March	Lecture	Critical Reflection and Conceptual Analysis of the Media
	Tutorial	<p>In tutorials this week your tutor will walk you through ways of researching within the discipline of media studies as well as standards and procedures for referencing ideas within your assignments.</p>
Week 5 : 11 March - 17 March	Lecture	Media Technologies: The "stuff" of media
	Tutorial	<p>This week's class discusses discourses about the impacts of media technologies and the ways they shape the cultures of use.</p>
Week 7 : 25 March - 31 March	Lecture	<p>Media and Identity</p> <p>This week looks at the relationship between identity and media. We will ask what role, if any, the media play in producing and perpetuating the classificatory regimes by which we categorise and understand ourselves and each other.</p>
	Tutorial	<p>Tutorials this week will discuss the role of media in producing and enacting your identity. Are identities discursively produced? Are they individualised or collectivised?</p>
Week 8 : 1 April - 7 April	Lecture	<p>Living with Mobile Social Media</p> <p>The Week 8 lecture explores the concepts of mobility and the idea of living with social media. We will look at the devices and user practices that have emerged alongside the broader sociological trend of increased mobility, globally, and explore the need to stay 'connected' while moving through space. We will also look at the role of algorithms in shaping the media today.</p>
	Tutorial	<p>The main concepts explored this week in tutorials include; the role of social media in everyday life, what is mobility, in what way does mobile media facilitate mobility. We will also critically examine the role of algorithms and in media today.</p>

Week 9 : 8 April - 14 April	Lecture	Media Work This week's content looks at the changing nature of media work.
	Tutorial	This week explores issues around media convergence and the impact this has had on media industries. What does it mean to work for a newspaper, or radio, film or television today? How has this changed the texts of media? How has the role of the audience changed in light of media convergence?
Week 10 : 15 April - 21 April	Lecture	Review Lecture In this lecture we will review the topics covered in the course and answer your questions in relation to the Final Essay due next week.
	Tutorial	This week's Tutorial will review the course based on your feedback and questions and offer targeted assistance with the Final Essay assessment.

Attendance Requirements

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.

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.

Attendance at the tutorial you enrolled in is a hurdle requirement for completing the Weekly quiz team-based learning exercise (assessment 1). You can miss two of these sessions without it impacting your ability to pass this component. Additionally, you do not need to complete this assessment in order to be eligible to pass the course by scoring 50 marks or above from the other two assessment components.

General Schedule Information

Please see the Moodle for complete details...

Course Resources

Prescribed Resources

Required Textbook - Markham, T. . 2nd edition. Bloomsbury, London, 2023.

The textbook is available for purchase in the UNSW Bookshop on the main Sydney campus.

Copies are also available in the high use collection of the UNSW Library. If you wish to purchase the book or ebook from the UNSW Bookshop you can follow these links here -

Print:

<https://www.bookshop.unsw.edu.au/details.cgi?ITEMNO=9781350348509>

Digital:

<https://unswbookshop.vitalsource.com/products/-v9781350348523>

Other Required Readings: All other readings are available via the course Moodle site. It is important that you complete all readings for each week prior to attending your tutorial.

Recommended Resources

ELISE - Library and Study Skills Development ALL undergraduate students in their first semester need to complete the library's ELISE study skills training module before the end of Week 5. See the 'Elise' tab on the library homepage: <http://subjectguides.library.unsw.edu.au/elise> for further information.

Further information about the Library's collection and services can be found here - <http://info.library.unsw.edu.au/web/services/services.html>

Additional Costs

None

Course Evaluation and Development

Periodically student evaluative feedback on the course is gathered, using among other means, UNSW's MyExperience process.

Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. Previous student feedback about the course readings and assessment tasks have been addressed in this version of the course. You can read a description of changes we made in response to past student feedback in the Moodle.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Scott Shaner		Webster 311E	9385 6804	A weekly consultation time will be announced during Week 1	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 externaltelsupport@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>