



UNSW Course Outline

MDIA5005 Celebrity, Media and Culture - 2024

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General Course Information

Course Code : MDIA5005

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

Celebrities, who feature across virtually all media content, are an inescapable part of our modern societies. This course introduces you to the cultural, political and economic dynamics surrounding celebrity. It aims to develop your understanding of the role played by the media in

commercialising and globalising celebrity. It also explores the challenges confronting celebrities and the entities that support them.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Evaluate concepts relating to celebrity
CL02 : Analyse celebrity activities using relevant celebrity-related theories
CL03 : Apply celebrity-related theories to enhance celebrity activities

Course Learning Outcomes	Assessment Item
CL01 : Evaluate concepts relating to celebrity	<ul style="list-style-type: none">• Reflections• Report on a celebrity activity• Presentation about a celebrity activity
CL02 : Analyse celebrity activities using relevant celebrity-related theories	<ul style="list-style-type: none">• Reflections• Report on a celebrity activity• Presentation about a celebrity activity
CL03 : Apply celebrity-related theories to enhance celebrity activities	<ul style="list-style-type: none">• Reflections• Presentation about a celebrity activity

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Reflections Assessment Format: Individual	45%	Start Date: Not Applicable Due Date: 16/07/2024 11:59 PM
Report on a celebrity activity Assessment Format: Individual	25%	Start Date: Not Applicable Due Date: 02/07/2024 11:59 PM
Presentation about a celebrity activity Assessment Format: Group	30%	Start Date: Not Applicable Due Date: Week 10: 29 July - 04 August

Assessment Details

Reflections

Assessment Overview

Reflections on course content

1,800 words total

Feedback via LMS.

Course Learning Outcomes

- CL01 : Evaluate concepts relating to celebrity
- CL02 : Analyse celebrity activities using relevant celebrity-related theories
- CL03 : Apply celebrity-related theories to enhance celebrity activities

Detailed Assessment Description

Full details about assessment task one are provided on the course Moodle site.

Report on a celebrity activity

Assessment Overview

Report on a celebrity activity

1,200 words

Feedback via LMS.

Course Learning Outcomes

- CL01 : Evaluate concepts relating to celebrity
- CL02 : Analyse celebrity activities using relevant celebrity-related theories

Detailed Assessment Description

Full details about assessment task two are provided on the course Moodle site.

Presentation about a celebrity activity

Assessment Overview

Presentation about a celebrity activity: approximately 8 – 9 minutes.

Group task

Feedback via LMS

Course Learning Outcomes

- CL01 : Evaluate concepts relating to celebrity
- CL02 : Analyse celebrity activities using relevant celebrity-related theories
- CL03 : Apply celebrity-related theories to enhance celebrity activities

Detailed Assessment Description

Full details about assessment task three are provided on the course Moodle site.

General Assessment Information

Please note: MDIA5005 does not have an exam.

Grading Basis

Standard

Requirements to pass course

All assessment tasks need to be submitted; not submitting all assessment tasks will result in the awarding of a UF (Unsatisfactory Fail) grade for the course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Module	PART I: FUNDAMENTALS
	Topic	Introduction: The nature of celebrity
Week 2 : 3 June - 9 June	Topic	The celebrity industries
Week 3 : 10 June - 16 June	Topic	The broader drivers of celebrity
Week 4 : 17 June - 23 June	Module	PART II: ISSUES
	Topic	The personal impacts of celebrity
Week 5 : 24 June - 30 June	Topic	Divisive celebrity do-gooding
Week 6 : 1 July - 7 July	Other	Week six is the university-wide 'Flex Week'
Week 7 : 8 July - 14 July	Topic	Reality-checking reality television celebrity
Week 8 : 15 July - 21 July	Topic	Celebrities and boundary-breaking fans
Week 9 : 22 July - 28 July	Topic	Childhood and celebrity
Week 10 : 29 July - 4 August	Topic	Conclusion: Celebrity in the age of AI

Attendance Requirements

SAM attendance guidelines.

Students are expected to attend all lectures and classes for the School of the Arts & Media (SAM) courses in which they are enrolled.

Students who fail to attend at least 80% of tutorials 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

The prescribed resources are provided on the Moodle course site. (To access the site, head to: <https://moodle.telt.unsw.edu.au/>.)

Recommended Resources

For details about the recommended resources, please see the course Moodle site.

Course Evaluation and Development

Feedback will be collected before, during and after T2. We pay careful attention to - and act on! - both formal feedback (for example, in surveys) and informal feedback (for instance, in emails).

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Lukasz Swiatek		See course Moodle site for all consultation details	See course Moodle site	See course Moodle site for all consultation details	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>