UNSW Course Outline

MDIA3093 Media Power - 2024

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General Course Information

Course Code : MDIA3093
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 : 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 ARTS3093

Media is big business and the commercial incentives of media companies profoundly impact society, politics, and culture – as well as the working lives of media professionals. In this course, you will explore the relational power dynamics between media institutions, their business

models, media content, and media users. Using diverse perspectives on the ways capitalism operates with and through media systems, will investigate how the competitive relationship between media businesses impacts society, how innovation changes technological environments, and how business models shape the role of political information in the global mediascape. Via case studies in and beyond Australia, you will explore your own position as both resources and contributors to these media businesses, and ask how existing structures impact access to the media space for contributors with reduced market power. As future employees in media companies, and everyday participants in media systems, you will consider the social, political, creative and economic agency of media users within the context of these commercially driven power structures.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Display an in-depth understanding of a range of key debates and issues relating to media power.
CLO2 : Demonstrate the ability to critically investigate formations and institutions of media power in relation to wider historical, social, political, economic and cultural processes and contexts.
CLO3 : Utilise skills in critical analysis and the rigorous application of theoretical concepts to investigate everyday issues and debates relating to media power.
CLO4 : Demonstrate an ability to think independently, critically and creatively about media power.

Course Learning Outcomes	Assessment Item
CLO1 : Display an in-depth understanding of a range of key debates and issues relating to media power.	• Writing Task • Class Panelist's Presentation • Research Essay
CLO2 : Demonstrate the ability to critically investigate formations and institutions of media power in relation to wider historical, social, political, economic and cultural processes and contexts.	• Writing Task • Class Panelist's Presentation • Research Essay
CLO3 : Utilise skills in critical analysis and the rigorous application of theoretical concepts to investigate everyday issues and debates relating to media power.	• Writing Task • Class Panelist's Presentation • Research Essay
CLO4 : Demonstrate an ability to think independently, critically and creatively about media power.	• Class Panelist's Presentation • Research Essay

Learning and Teaching Technologies

Moodle - Learning Management System | Echo 360

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Writing Task Assessment Format: Individual	20%	Start Date: Not Applicable Due Date: 10/03/2024 11:55 PM
Class Panelist's Presentation Assessment Format: Individual	30%	Start Date: Not Applicable Due Date: Weekly presentations, schedule assigned in Week 1
Research Essay Assessment Format: Individual	50%	Start Date: Not Applicable Due Date: 19/04/2024 11:55 PM

Assessment Details
Writing Task

Assessment Overview

Two written entries covering theoretical content from the first four weeks of the term. 800 words in total.

Feedback via LMS.

Course Learning Outcomes

- CLO1 : Display an in-depth understanding of a range of key debates and issues relating to media power.
- CLO2 : Demonstrate the ability to critically investigate formations and institutions of media power in relation to wider historical, social, political, economic and cultural processes and contexts.
- CLO3 : Utilise skills in critical analysis and the rigorous application of theoretical concepts to investigate everyday issues and debates relating to media power.

Detailed Assessment Description

Please see Moodle for detailed assessment instructions.

Assessment Length

800 words.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

Class Panelist's Presentation

Assessment Overview

Students deliver a 5-minute presentation relevant to their particular week's topic and then, together with other presenters on the day, form a panel to lead discussion and consider questions during a 20-minute all-class Q&A session.

Feedback via LMS.

Course Learning Outcomes

- CLO1 : Display an in-depth understanding of a range of key debates and issues relating to media power.
- CLO2 : Demonstrate the ability to critically investigate formations and institutions of media power in relation to wider historical, social, political, economic and cultural processes and contexts.
- CLO3 : Utilise skills in critical analysis and the rigorous application of theoretical concepts to investigate everyday issues and debates relating to media power.
- CLO4 : Demonstrate an ability to think independently, critically and creatively about media power.

Detailed Assessment Description

In Week One tutorials we will determine the trimester schedule for everyone's panelist presentations (which will begin from week two onwards). Please see Moodle for detailed assessment instructions.

Assignment submission Turnitin type

This is not a Turnitin assignment

Research Essay

Assessment Overview

2,000 to 2,500 words. Make productive use of the materials and topics from the course as a whole, to creatively reflect upon and analyse SPECIFIC examples/elements of contemporary media power. As part of this assignment, you are required to design an effective and viable research topic/question. You will have the opportunity to seek feedback on your topic/question in the tutorials before submission.

Feedback via LMS.

Course Learning Outcomes

- CLO1 : Display an in-depth understanding of a range of key debates and issues relating to media power.
- CLO2 : Demonstrate the ability to critically investigate formations and institutions of media power in relation to wider historical, social, political, economic and cultural processes and contexts.
- CLO3 : Utilise skills in critical analysis and the rigorous application of theoretical concepts to investigate everyday issues and debates relating to media power.
- CLO4 : Demonstrate an ability to think independently, critically and creatively about media power.

Detailed Assessment Description

Please see Moodle for detailed assessment instructions.

Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

General Assessment Information

Please see Moodle for detailed assessment instructions.

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 Please be aware that ALL assessment tasks are required course components (hurdle components).

Grading Basis

Standard

Requirements to pass course

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 : 12 February - 18 February	Topic	Corporate Battlefields, Monopolies & Regulations
Week 2 : 19 February - 25 February	Topic	The Propaganda Model
Week 3 : 26 February - 3 March	Topic	Political Economies of the Media: from liberal neoclassical models to Marxian critique
Week 4 : 4 March - 10 March	Topic	Post-TV and Disruptive Innovation
Week 5 : 11 March - 17 March	Topic	A Digital Economy and the New Media Landscape
Week 6 : 18 March - 24 March	Topic	FLEX WEEK - NO CLASSES
Week 7 : 25 March - 31 March	Topic	The Audience Commodity & the Attention Economy
Week 8 : 1 April - 7 April	Topic	Immaterial Labour and Communicative Capitalism
Week 9 : 8 April - 14 April	Topic	Advertising and Marketing in a Contemporary Media Landscape
Week 10 : 15 April - 21 April	Topic	Self-branding, Reputational Capital and Subjectivation

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Resources

Prescribed Resources

All resources will be made available via Moodle.

Course Evaluation and Development

Regular student feedback is encouraged via a feedback forum on Moodle, and the teaching team will regularly discuss how students are experiencing the subject as the trimester unfolds.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Tutor	Zoe Horn					No	No
Convenor	Max Bledstein				Contact for an appointment	Yes	Yes
Tutor	Conor Spence					No	No

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 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

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