ARTS2091

Mobile Cultures

Semester Two // 2018

Course Overview

Staff Contact Details

Convenors

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Tutors

Name	Email	Availability	Location	Phone
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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social

Sciences: https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information,
see https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media, Culture and Technology*

Media are increasingly portable, mobile, networked and ubiquitous. But what are the conditions that have given rise to these new media technologies and practices, and how might we respond to new mobile networks and forms of participation that mobile media allow? From mass media to mass migration, mobility is one of the key concepts of modern life. This course investigates mobile media in the context of the pervasiveness of mobility in modern life and the way in technology enables and controls all kinds of mobile cultures.

This subject will survey the history of mobile and portable media from transistor radios through to iPhones within a larger context of mobile cultures in which we move from, village to city, home life to car culture, from airport to internet. Students will be able to investigate the current state of play in the mobile media landscape and contextualise their understanding in a broad cultural, historical and theoretical context.

At the conclusion of this course the student will be able to

1. Apply a mobilities framework to contemporary technological and social configurations
2. Investigate the means by which different regimes of power operate to shape understandings and experiences of time and space
3. Work collaboratively in groups to facilitate the learning of other students
4. Produce a high level of academic research and writing

Teaching Strategies

Rationale:

The mediascape has changed dramatically in recent decades. The exponential growth of global travel, the rise of the internet and the uptake of mobile phones and personal media players has fundamentally altered our everyday lives, our society and our sense of self.

This course is designed to assist students in conceptualizing this moment of radical reconfiguration. Moving away from traditional static models of mass-media towards theorizations emphasizing mobility, connectivity and personalization, this course is designed to give the students the up-to-date understanding of contemporary media that they will need to become successful media practitioners. This course does not primarily focus on specific mobile technologies (which themselves will be outmoded shortly), but rather seeks to provide an appropriate and relevant academic framework for students to engage with and develop. The assessments in this course are designed to promote a deep engagement with the key theoretical concepts and theorists as well as to encourage self-reflexive and collaborative learning.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Research Project	40%	05/10/2018 05:00 PM	1,2,4
Short exam	25%	Week 12 tutorials	1
Presentation and Discussion	35%	In tutorials	1,2,3

Assessment Details

Assessment 1: Research Project

Start date:

Details: 1800-2000 words.Students will receive written and a numerical grade.

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

Assessment 2: Short exam

Start date:

Details: 1 hour multiple choice. This is the final assessment task.Students will receive a numerical grade.

Assessment 3: Presentation and Discussion

Start date:

Details: 20 minute tutorial presentation and facilitation.Feedback on the presentation and discussion session will be provided to the student as written comments and a mark following their presentation.

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

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, it will be stated on your course's Moodle site with alternative submission details.

Late Assessment Penalties

Students are responsible for the submission of assessment tasks by the required dates and times. Depending of the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

Task with a non☐percentage mark

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore 17 – [25 (0.05 x 3)] = 13.25

Task with a percentage mark

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore 68 – 15 = 53

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

* Prevent you from completing a course requirement,

* Keep you from attending an assessable activity,

* Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration webstie:
https://student.unsw.edu.au/special-consideration

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 also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information 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 before the due date, or for the purpose of them plagiarising at any time, 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.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and 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 also 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

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW. (http://subjectguides.library.unsw.edu.au/elise/aboutelise)

Course Schedule

Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	Introducing mobile cultures: how do we study culture, communication and mobile media?
	Tutorial	Course overview & forming presentation weeks
Week 2: 30 July - 5 August	Web	Social history of mobile communication
	Tutorial	Exploring the origins of modern apps. Choosing an app for the research project.
Week 3: 6 August - 12 August	Web	The walk through method for analysing apps
	Tutorial	Learning the walk through method.
Week 4: 13 August - 19 August	Web	Bitmoji, stickers, and the 'designed self'
	Tutorial	Exploring the meanings of Bitmoji. Presentations in first 15 minutes of tutorial.
Week 5: 20 August - 26 August	Web	Has mobile media changed communication? Presentations in first 15 minutes of tutorial.
	Tutorial	Analysing texting practices. Presentations in last 15 minutes of tutorial.
Week 6: 27 August - 2 September	Web	Mobile photography part 1
	Tutorial	Analysing image posting practices part 1. Presentations in first 15 minutes of tutorial.
Week 7: 3 September - 9 September	Web	Mobile photography part 2
	Tutorial	Analysing image posting practices part 2. Presentations in first 15 minutes of tutorial.
Week 8: 10 September - 16 September	Web	Mobile eyewitness
	Tutorial	Essay progress discussion. Presentations in first 15 minutes of tutorial.
Week 9: 17 September - 23 September	Web	News apps and 'fake news'
	Tutorial	Finding and analysing instances of fake news. Presentations in first 15 minutes of tutorial.
Week 10: 1 October - 7 October	Homework	No lecture due to public holiday.
	Homework	No tutorial due to public holiday.

Week 11: 8 October - 14 October	Web	Ephemeral mobile media
	Tutorial	Exploring snapchat and ephemeral media norms. Presentations in first 15 minutes of tutorial.
Week 12: 15 October - 21 October	Web	Social apps and quotation practices
	Tutorial	Exam in tutorials. Please bring your laptop as you will do the exam on Moodle.
Week 13: 22 October - 28 October	Web	Social apps and tagging practices
	Tutorial	Analysing hashtagging practices. Presentations in first 15 minutes of tutorial.

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Resources

Prescribed Resources

The textbook for this course is:

Zappavigna, M. (2012). [Discourse of Twitter and Social Media](). London, Continuum.

It is available as an e-book via the library or as a print book in the UNSW bookshop.

Recommended Resources

Recommended resources will be included in the reading list on Moodle via Leganto.

Course Evaluation and Development

Feedback for this course will be gathered both informally, in tutorials, and formally, via the myExperience survey near the end of semester.

In previous years students have asked for blended learning with lectures delivered online. I have responded to this feedback by offering lectures 2-13 online via Moodle. The lecture will be delivered as short videos, along with other resources such as multimedia, quizzes (to make sure you understand the material as we move through the course), and links to examples of mobile media use.

The first lecture is in person so that I can get to know you and you can put a face to my name!

Image Credit

Michele Zappavigna, 2018

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