



UNSW
SYDNEY

Australia's
Global
University



ARTS3092

Media and Transformation in the Asia-Pacific

Semester Two // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Scott Shaner	s.shaner@unsw.edu.au	Thursdays 11am-1pm	Webster 311E	02 9385 6804

Tutors

Name	Email	Availability	Location	Phone
Luke Sharp	l.sharp@unsw.edu.au	Class times only	n/a	n/a

School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: <https://sam.arts.unsw.edu.au>

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*

This course explores debates concerning transnationalism, regionalisation and globalisation in the context of Asia Pacific media systems. You will consider examples of how nations within the Asia Pacific use media to resist cultural homogenization and provide local resistance to the forces of globalisation. Taking as a point of reference the rise of Asian modernities and especially China's recent market liberalisation, the course examines the increasing regional integration of the Asia Pacific through the flows of the media and popular cultural products.

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

1. Understand recent theories in globalisation, regionalism and transnational studies
2. Recognise and analyse different patterns of adoption, adaptation and integration of media forms and practices in the Asia-Pacific region
3. Identify and use of a wide variety of research materials and engage competently with online sources and databases with discretion and critical awareness
4. Communicate and report competently both orally and in writing

Teaching Strategies

Approach to learning and teaching:

In this course it is expected that students will engage with the learning process through direct participation in the classroom environment and will also take considerable responsibility for their own learning experience through both private study and group work. Learning experiences will be contextualised with reference to the disciplinary field as well as more general understandings in terms of general knowledge and broader engagements with general and disciplinary knowledge. Learning is an essentially collaborative experience requiring high levels of dialogue between students themselves, as well as teaching staff and students. Students own experiences and interests are considered a major resource in the development of the learning and teaching environment.

Teaching strategies:

The course will be taught in a lecture and seminar format. Lectures will explore the theoretical and historical aspects to the topics discussed each week. Lectures will also screen relevant examples to set up further discussion in the seminars. Seminars will primarily involve dealing with course materials through tutorial style discussions, collaborative events in the classroom and online demonstrations of resources. These modes will support student learning outcomes in terms of fostering a variety of learning experiences and providing a range of materials and approaches that students can develop in terms of their own particular abilities and interests. Group Presentations are an essential aspect of success in this course and all students are expected to collaborate with their Group partners in achieving common goals.

Assessment

Please note that you must make a serious attempt at all assessment tasks to be eligible to pass this course.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Research Assignment Paper	45%	26/10/2018 11:59 PM	1,2,3,4
Research Assignment Proposal	10%	21/09/2018 11:59 PM	1,2,3,4
Group Presentation	20%	To be scheduled during tutorials in Week 2	1,2,4
Reading Response	25%	24/08/2018 11:59 PM	1,2,3,4

Assessment Details

Assessment 1: Research Assignment Paper

Start date: 24/08/2018 11:59 PM

Length: 2,500

Details: 2,500 words. This is the final assessment task. N.B. This is the second part of a two-part assignment. Please also refer to the Research Assignment Proposal. Students will receive feedback sheet indicating mark, grade, evaluation of standard of performance on individual assessment criteria and any other relevant comments.

Additional details:

Please see assignment description in Moodle

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

Assessment 2: Research Assignment Proposal

Start date: 24/08/2018 11:59 PM

Length: 750 words

Details: 750 words. N.B. This is part one of a two-part assignment. Please also refer to the Research Assignment Paper. Students will receive feedback sheet indicating mark, grade, evaluation of standard of

performance on individual assessment criteria and any other relevant comments.

Additional details:

Please see assignment description in Moodle

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

Assessment 3: Group Presentation

Start date: Not Applicable

Length: about 60 minutes depending on group size

Details: Students will complete this task in groups of 3-4 during one week of the session. Students will receive feedback sheet indicating mark, grade, evaluation of standard of performance on individual assessment criteria and any other relevant comments.

Additional details:

Please see assignment description in Moodle

Submission notes: A hard copy of your presentation needs to be provided to your tutor on the day of the presentation

Turnitin setting: This is not a Turnitin assignment

Assessment 4: Reading Response

Start date: 24/07/2018 04:00 PM

Details: 1,200 words. Students will compose a response to the core argument of one of the readings from Weeks 1-3 in the course. Students will receive feedback sheet indicating mark, grade, evaluation of standard of performance on individual assessment criteria and any other relevant comments.

Additional details:

Please see assignment description in Moodle

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

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 $17 - [25 (0.05 \times 3)] = 13.25$

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 website:

<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

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	<p>Introduction to the course. -</p> <p>No seminars this week. Please note the Lectures run between Weeks 1-12 and seminars begin in Week 2 and run through Week 13. Seminars deal with the lecture content and readings from the previous week.</p> <p>Introduce readings and assessment procedures. Theories of Asia and Asian media flows will be discussed.</p>
Week 2: 30 July - 5 August	Lecture	<p>Using Popular Culture to Conceptualise Regionality -</p> <p>What is the relationship between global culture and regional cultures? How should we think about 'cultural difference' in a globalizing world?</p>
	Tutorial	<p>In our first tutorial we will organise presentation groups and also discuss our existing knowledge of Asia as a way of thinking about how this idea is constructed and produced.</p>
Week 3: 6 August - 12 August	Lecture	<p>Localism, regionalism, globalism - Research on the popularity of Korean popular culture within Asia will be discussed.</p>
	Tutorial	<p>Is there an Asian media culture? What ideas, values and beliefs seemingly unite this regional media culture?</p>
Week 4: 13 August - 19 August	Lecture	<p>Media, Diaspora, Identities -</p> <p>New media such as the mobile phone and Internet have transformed social relationships around the world, supporting diasporic communities and overcoming distance. If so, what is the experience of diaspora today?</p>
	Tutorial	<p>This week we explore regional and transnational flows of Asian popular culture</p>
Week 5: 20 August - 26 August	Lecture	<p>Creativity and Cultural Industries in a Networked World – Music, Movies, Markets and Pirates -</p> <p>How have cultural industries been transformed by the threat of piracy and forms of network distribution? How should our thinking about creativity adapt and evolve?</p>

	Tutorial	This week we explore research on Asian diasporas.
Week 6: 27 August - 2 September	Lecture	Doing Research in Media and Cultural Studies - What are the steps to formulating a research topic? How do you focus your research? What methods should you apply?
	Tutorial	Creativity and Cultural Industries in Asia
Week 7: 3 September - 9 September	Lecture	Media Sport in Asia - What impact, if any are Western professional sports having in Asia? Is this merely a case of cultural imperialism, or is the power of Asia increasing in the media sport cultural complex?
	Tutorial	This week we will discuss framing and conducting research your upcoming assignments
Week 8: 10 September - 16 September	Lecture	The Internet and its effects on the Asian media landscape - How does the Internet affect the balance of control and freedom in Asian countries? What are the politics around the domestication of the Internet in countries like Thailand and the PRC?
	Tutorial	This week we discuss research about Media Sport in Asia
Week 9: 17 September - 23 September	Project	Research Proposal Week This Week's lecture is optional. I will hold a Q&A with interested students who wish to ask questions and workshop their research projects. It will be as much like an individual consultation regarding your research proposal as possible. Details to be announced in class closer to time, but it will be held in the lecture space at the normal time.
	Tutorial	This week we explore research on the Internet in Asia
Break: 24 September - 30 September	Intensive	Intensive Relaxation! Hopefully!
Week 10: 1 October - 7 October	Lecture	The concept of the 'star': Media, politics, popular audiences and Fan Cultures - What permits, or limits, the popularity of Asian or Australian-Pacific 'stars' in the region? Discuss with reference to three of your own examples of well known recent 'stars' from music or movies or both.

Week 11: 8 October - 14 October	Lecture	<p>Mobilities: Phone cultures, Diversity and Convergence</p> <p>Lecture will discuss the issues around mobile phone cultures in Asia. We will examine the interplay between mobile phone industries and the evolving cultures of mobile use within the region.</p>
	Tutorial	This week we will discuss the Asian Star systems and Celebrity
Week 12: 15 October - 21 October	Lecture	Asian Gaming Cultures
	Tutorial	This week we will discuss Mobilities: Phone cultures, Diversity and Convergence in Asia
Week 13: 22 October - 28 October	Tutorial	No Lecture this week (of course). However, in your tutorials you will explore the issues around Asian gaming cultures.

Resources

Prescribed Resources

- Website – All of the readings for the course are available online via the course Moodle site.

Recommended Resources

As the course is research based, you will be expected to make use of the relevant databases of research articles relevant to the course. These will be discussed early in the session, however students seeking research advice and resources can also obtain assistance from the UNSW Library. One starting point for assistance is:

<http://info.library.unsw.edu.au/web/services/services.html>

Course Evaluation and Development

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

Image Credit

Bodies & Interfaces 2016

CRICOS

CRICOS Provider Code: 00098G