Course Overview

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Kcbg_* Asjrspc _ Ib Rcaf Imjmew*

This course explores the history and contemporary nature and extent of media power, with a particular focus on media industries and institutions – on media as a business. The media's influence within social, cultural, economic and political contexts will be examined. We will explore various facets and aspects of media power in relationship to changing techno-social contexts; we will examine how media industries are coming to terms with new media technologies and associated new modes of sociality and communication. Students are asked to develop a critical perspective on issues, together with an understanding of the ways in which contemporary media has come to wield significant power in society and culture.

Course Learning Outcomes

1. Display an in-depth understanding of a range of key debates and issues relating to media power
2. 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
3. Show skills in critical analysis and the rigorous application of theoretical concepts to investigate everyday issues and debates relating to media power
4. Display an appreciation of the continuing importance of critically engaging with the contemporary state of media power
5. Demonstrate an ability to think independently, critically and creatively about media power

Teaching Strategies

Teaching and Learning Rationale

This is a level 3 course. It builds on skills developed in levels 1 and 2 courses. It will allow students to develop skills in higher order analysis and self-directed learning. Both lectures and tutorials will be open to dialogue with the aim of exploring the readings and related questions in a collaborative and rigorous way.

This course is NOT about rote learning, but rather involves actively thinking about and engaging with a number of key issues, developments, concepts, perspectives, and debates. Students are expected to take control of their own learning, rather than passively expect information to be delivered to them.

Teaching Strategies

All students are expected to come each week to both lectures and tutorials well prepared with notes on the readings and any ideas or issues they want to pursue. The readings are intended to be thought provoking and you will need to devote at least 2-3 hrs per week to preparation. If you do not keep up with the readings you will find it very difficult to pass the course. The course is aimed at building productive and lively communities of inquiry in both lectures and tutorials.

The course will have a UNSW Moodle site, where you can find lecture notes and a range of other basic

course resources.

Assessment

Students are required to show active learning strategies in approaching the criteria of the assessment. To support learners in this independent critical process, resources will be made available on Moodle for students to explore. These resources will canvas the correct use of the Harvard Referencing system; how to write effective and critically nuanced essays; strategies for making five minute presentations; and forums for discussing key questions regarding the subject/assessments. In the lead up to assessments, significant tutorial time will be spent on developing critically informed essays.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Short Essay	20%	27/06/2019 11:50 PM	2,3,4
Public Communication	30%	Not Applicable	2,3,4,5
Research Essay	50%	08/08/2019 11:50 PM	1,2,3,4,5

Assessment Details

Assessment 1: Short Essay

Start date:

Details: 1,000 to 1,200 words.This is the first assignment. Feedback will be provided via LMS.

Additional details:

Essay: It may not be farfetched to remark that today, the media is the key driver for the economy, society, culture, politics. Critically discuss *ONE* political economy of the media approach to studying media, and how it enables a stronger understanding of contemporary socio-economic power structures. For further information on this first assessment and the various political economy of the media approaches, please refer to Moodle.

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

Assessment 2: Public Communication

Start date: Not Applicable

Details: This is an individual assessment. You will be tasked to deliver TWO insightful, engaging, and clearly argued talks, EACH relating to a particular topic and of 5-minute duration, during tutorial time, in TWO separate weeks, as allocated by your tutor. Feedback will be provided via LMS.

Additional details:

Please see Moodle for further information on this assessment.

Assessment 3: Research Essay

Start date: Not Applicable

Details: 2,000 to 2,500 words. This is the final assignment. 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 on your Research Essay will be provided via LMS.

Additional details:

Please see Moodle for further information on this assessment.

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

Attendance Requirements

Students are required to attend a minimum of 7 tutorials over the trimester. Students are expected and strongly encouraged to attend lectures, and to use the knowledge they gain through these lectures in their tutorial discussions. Lecture recordings will made available through Echo360 should students be

		shifting socio-economic environment. The work of economist Joseph Schumpeter provides insight into how platforms and techno-social practices are continually adapted.
	Assessment	ASSESSMENT ONE: Due Thursday 27th June, 11:50pm
Week 5: 1 July - 5 July	Reading	READING WEEK (no classes)
Week 6: 8 July - 12 July	Topic	A digital economy and the new media landscape This week we explore platform capitalism in the context of a data-centric economy. How have cycles of distribution, consumption and production evolved to shape normalised forms of power in the digital media landscape? What are the ways that networked connectivity is monetised? We will discuss how the industry of journalism has responded to these socio-economic forces.
Week 7: 15 July - 19 July	Topic	The audience commodity and algorithmic culture Here we focus on the ways the attention economy works for businesses that are integrally tied to advertising imperatives. Platforms seek means of capturing and sustaining audience engagement, employing algorithms to organise user responses in relation to financially lucrative cultural products. According to theorist Dallas Smythe, the audience becomes a product in this exchange, whereby the time and work of the viewer is cultivated for the financial gain of companies.
Week 8: 22 July - 26 July		Immaterial labour and communicative capitalism Autonomous Marxist theories on labour form the conceptual frameworks for this week's exploration of user-created data. Immaterial labour (also known as free labour or digital labour) proposes that networkers are labouring for the benefit of corporations when user generated content fuels data-centric business models. Debates around exploitation of users arise when capital is produced through networkers' freely given mediated exchanges.
Week 9: 29 July - 2 August		Advertising and marketing in a contemporary media landscape Most media companies finance their activities (at least partially) by advertising; it is essential to understand advertising as a primary driver for the media industries. It is evident that advertising continues to have a dominant presence in both public and private spaces. How do commercial

Resources

Prescribed Resources

All resources will be made available via Moodle.

Recommended Resources

Bonus research support material 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.

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

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

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

Academic Information

For essential student information relating to: