ARTS2091

Mobile Cultures

Term Two // 2021

School of the Arts and Media // UNSW Arts, Design & Architecture

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Michele Zappavigna	m.zappavigna@unsw.edu.au	by appointment	Webster 311R	

School Contact Information

School of the Arts and Media

Room 312, Level 3, Robert Webster Building (G14)

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: www.arts.unsw.edu.au/sam

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.

Course Details

Credit Points 6

Summary of the Course

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? This course investigates mobile media in the context of the pervasiveness of mobility in modern life and the way that technology enables and controls all kinds of mobile cultures. You will be able to investigate the current state of play in the mobile media landscape and contextualise your understanding in a broad cultural, historical, and theoretical context. We will focus, in particular, on the design and use of a range of mobile apps, as well as the kinds of communication that people use apps to produce. This will involve thinking critically about apps and the discourses that surround them.

Course Learning Outcomes

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
Essay	40%	12/07/2021 11:59 PM	1, 2, 4
Take-home Exam	60%	06/08/2021 11:59 PM	1, 2, 3, 4

Assessment Details

Assessment 1: Essay

Start date: Not Applicable

Details:

1500-2000 words.

Students write an essay dealing with at least one of the key concepts covered in the course.

Feedback via LMS

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

Assessment 2: Take-home Exam

Start date: 05/08/2021 09:00 AM

Details:

2500-word take-home exam.

Feedback via LMS

Additional details:

This is an openbook take-home exam that is released on 05/08/2021 09:00 AM and is then due via Turnitin on 06/08/2021 11:59 PM.

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

Week 10: 2 August - 6 August	Web	Ephemeral mobile media
	Tutorial	Online tutorial via WebCT on Moodle: Exploring ephemeral media norms.

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 online lectures. 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.

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:

- understand your rights and responsibilities as a student at UNSW
-