



School of English, Journalism
& European Languages

Unit Outline

HEJ228/328

New Media

Semester 1, 2007

<http://www.utas.edu.au/journalism/>

Convenor:	Dr Craig Norris Room: HUM 573 Phone: 6226 2938 Email: Craig.Norris@utas.edu.au
Consultation Hours:	Monday 12:10pm – 1pm Thursday 12:10pm – 1pm
Unit Description:	This unit introduces students to the theories and practices around new media. It explores the factors (economic, social, political and cultural) which influence the development and use of new media through gaming culture, online communities, interactivity, new forms of content delivery and the practices of electronic publishing. Students will gain an understanding of new media's impact on traditional media forms, how the industry works and how research into new media can be conducted.
Unit Aims and Objectives:	<ul style="list-style-type: none">• Outline the historical development of new media technologies, particularly the Internet;• Detail contemporary developments in communications internationally;• Introduce concepts and theories that explain these developments;• Describe the processes and effects of media convergence, particularly in terms of the Internet;• Outline the issues arising from the widespread adoption of new media technologies; and• Assess some of the key social, cultural, and political impacts of developments in media, telecommunications, and information technology sectors.
Learning Outcomes:	At the completion of this subject students will be able to satisfactorily demonstrate: <ol style="list-style-type: none">1. an understanding of contemporary issues and elements of the "information society";2. an understanding of internet cultures, contexts, and emerging paradigms within new media theory;

	<p>3. the acquisition of information technology skills – in particular, a knowledge of and participation in online spaces, a capacity to research internet sites and information relevant to research topics;</p> <p>4. critical reflection upon the construction and use of those skills, thus producing the kind of multiple literacies needed to effectively engage within contemporary workplace environments.</p>
Vista site:	<p>You can access the HEJ228/328 website through the Learning Online login page: www.utas.edu.au/coursesonline/</p> <p>This page provides links to documents, lecture presentations and audio recordings, online readings and discussion groups, and many other resources which will be useful for you. It will be updated throughout semester, so visit regularly.</p> <p>Contact the Service Desk if you have problems using Vista: Website: http://www.utas.edu.au/servicedesk Telephone: 6226 1818; 1300 304 903 (local call from within TAS; mobiles excepted) Email: servicedesk@utas.edu.au</p> <p>Contact your tutor or the Unit Convenor if you have a problem related to course content or assessment.</p>
Required Texts:	<p>Students will need to have regular access to the required text for lectures, tutorials and exam preparation. It is available from the Co-Op Bookshop.</p> <p>Flew, Terry. <i>New Media: An Introduction</i>. 2nd ed. Melbourne: Oxford University Press, 2005.</p>
Recommended Texts:	<p>You may also wish to refer to, but not necessarily purchase, the following recommended texts:</p> <p>Castells, Manuel. <i>The Internet Galaxy: Reflections on the Internet, Business, and Society</i>. New York: Oxford University Press, 2001.</p> <p>Castronova, Edward. <i>Synthetic Worlds: The Business and Culture of Online Games</i>. Chicago: University of Chicago Press, 2005.</p> <p>Goggin, Greg. <i>Virtual Nation: The Internet in Australia</i>. Sydney: UNSW Press, 2004.</p>
When Taught:	<p><u>Lecture</u> Thu 3.10pm – 5pm, SB.LifeSci106.LT1</p> <p><u>Tutorials</u> Tutorials are offered at a variety of times. Students will be asked to sign up for a tutorial group at the first lecture. Tutorials begin in week 2 of semester.</p>
Assessment:	<p>Students must complete every assignment and sit the two-hour exam. Failure to do so will result in a fail grade in this unit.</p> <p>Assignment 1 (1,000 words)</p>

	<p>Week Six, Monday 2 April, 4pm 20%</p> <p>Assignment 2 (1,500 words) Week Eleven, Monday 14 May, 4pm 30%</p> <p>Tutorial Assessment (500 words) Week Thirteen, During tutorial 10%</p> <p>Exam TBA 40%</p> <p>Essays and exam will assess learning outcomes 1, 2, 3, and 4.</p>
<p>Submitting Assignments:</p>	<p>Assignments must be handed in by 4pm on the due date to the box at the office of the School of English, Journalism and European Languages in room HUM557. An electronic copy of your assignment must also be submitted to “Turnitin Assignment” at the HEJ228/328 Vista site. Visit http://www.utas.edu.au/turnitin/ for further details of the Turnitin program.</p> <p>Your assignments MUST include the following:</p> <ul style="list-style-type: none"> • A signed HEJ assignment cover sheet stapled to the front of your assignment. Please do not use any other coverings, such as plastic sleeves, folders, etc. Assignments cannot be accepted by e-mail or fax. • The assignment cover sheet must show the Unit code (e.g., HEJ228 or 328), due date, your name and student number, and the title of the assignment (e.g, Assignment One). • A list of references. • Assignments must be typed, double-spaced, in 12 font, black ink on an A4 page, and should be appropriately referenced in MLA Style. <p>Before handing in, ensure you have:</p> <ul style="list-style-type: none"> • Read and understood the plagiarism statement contained in this unit outline. • Edited and redrafted your assignment. • Proof read to ensure there are no pages missing, words missing, spelling errors or fragments of sentences. • Submitted an electronic copy to the HEJ228/328 Vista site’s Turnitin Assignment • Kept a copy of your assignment <p>Note, for an assignment to be considered as ‘submitted’ a printed version of the assignment must be submitted to the School’s office and an electronic version to the HEJ228/328 Vista site. Assignments that are not submitted to <i>both</i> the School’s office and Vista will not be graded.</p> <p>In cases where the electronic and printed version are submitted on different dates the printed version submitted to the School’s</p>

	<p>office is considered to be the assignment's date of submission, <i>not</i> the submission of the electronic version to Vista, and late penalties will be applied where appropriate.</p>
<p>Requesting assignment extensions:</p>	<p>Requests for extensions may not be made after a deadline.</p> <p>If you think you have a good reason to request an extension for an assignment (on medical grounds, or special circumstances beyond your control), you will need to see your tutor before the due date. If your tutor agrees to an extension, you will be asked to email your tutor, confirming the new date upon which your assignment will be submitted. You will need to print out a copy of this email, containing the new date, and attach it to your assignment as proof of receiving the extension, along with any other appropriate documentary evidence, such as a medical certificate.</p> <p>Late submissions without consultation with the tutor and attached email confirming the new due date will have penalties for late submission applied.</p>
<p>Penalties</p>	<p>Late submissions will be penalized as follows: 5% of the available marks for the first day, and then 2% per working day thereafter.</p> <p>Regarding attendance, students must attend at least 2/3rds of all tutorials in order to pass a unit. You must satisfy attendance requirements and submit all work in order to be eligible to sit the examination and/or receive a pass grade. Failure to do so may result in being deemed ineligible to sit the exam or being required to submit additional work.</p>

LECTURE/SEMINAR SCHEDULE

Date	Topic	Reading
Week One Thursday March 1	Introduction	
Part 1: Key Concepts and Analytical Approaches		
Week Two Thursday March 8	New media	Flew 1-19
Week Three Thursday March 15	Cultural Technologies	Flew 20-39
Week Four Thursday March 22	Convergence	Flew 83-100
Week Five Thursday March 29	Network Society	Flew 40-60
N.B. Thursday April 5 is Easter Vacation – no lecture		
Part 2: Industries and Issues <i>(Assignment 1 due Monday 2 April, 4pm)</i>		
Week Six Thursday April 12	Gaming	Flew 101-114
Week Seven Thursday April 19	Online Community	Flew 61-82
Week Eight Thursday April 26	Creative Industries	Flew 115-139
Week Nine Thursday May 3	Privacy and Surveillance	Flew 200-222
Week Ten Thursday May 10	Dotcom delirium and Electronic Commerce	Flew 140-157
Week Eleven Thursday May 17	The Virtual University <i>(Assignment 2 due Monday 14 May, 4pm)</i>	Flew 158-176
Week Twelve Thursday May 24	Globalisation	Flew 177-199
Week Thirteen Thursday May 31	Rethinking New Media <i>(Tutorial Assessment due during tutorial)</i>	Flew 223-230
	Study Period: Monday June 4 – 8	
	Examination Period: June 9 – 26	

Attendance requirements

Regular tutorial attendance is required and an attendance roll will be taken. If you fail to satisfy the attendance requirements and/or complete all assessments you may be deemed ineligible to sit the exam or be required to submit additional work.

ASSESSMENT

Task	Due Date	Value
Assignment 1 (1,000 words)	Week Six, Monday 2 April, 4pm	20%
Assignment 2 (1,500 words)	Week Eleven, Monday 14 May, 4pm	30%
Tutorial Assessment (500 words)	Week Thirteen, During tutorial	10%
Exam	TBA	40%

Assignment 1

Due date: Week Six, Monday 2 April, 4pm
Length: 1,000 words
Value: 20%

Choose one of the following questions:

Q1. What are 'new media' and its characteristics?

Your response should mention the benefits and constraints of the Internet and why 'freedom and personal control' are such important elements.

Q2. Apart from the music industry, show how an industry is being affected by *disintermediation* in the distribution of content?

Your response should explain the relationship between digitisation and convergence.

Assignment 2

Due date: Week Eleven, Monday 14 May, 4pm
Length: 1,500
Value: 30%

Choose one of the following questions:

Q1. How are gamers and gaming-communities contributing to the *de-massification* of the media industries?

Your response should include the concept of the *prosumer*.

Q2. What are virtual communities and why are they considered to be an important dimension of new media?

Discuss this in terms of the weaknesses of the theorising of virtual communities in the early 1990s and how these weaknesses relate to the 'empirical turn' in new media.

Q3. What is meant by the claim that 'Internet law, in a sense, does not exist'? What are the possible implications of this idea for the protection and security of personal information?

Tutorial Assessment

Due date: Week 13
Length: 500 words
Value: 10%

Guidelines:

This assessment will be based on your group work and general participation throughout the semester. (Note: You will be placed in a group during the Week 2 tutorial).

Group work. Working in groups of 2 to 3 students, choose from the weekly themes between Week 3 and Week 12. Prepare an example related to the topic of that week and talk for 5 minutes. The example can be either a type of new media (eg: an internet web site, a mobile phone, etc), or a relevant article or report. Explain how this example is relevant to the readings and lecture material.

Before your final tutorial in week 13, write a 500-word assessment of what you and your group achieved during the course of the semester, describing how your example (and those of other groups) shed light on the topic or concept of that week. Submit this assessment to your tutor in your final tutorial.

General participation throughout the semester. Students' contributions in this area will be assessed based on preparation and performance. A prepared student may not have entirely understood the finer points of the reading but has understood enough to ask intelligent questions about sections they find unclear. Performance means participating actively in seminar discussions. Students who do not attend tutorials regularly will have trouble gaining full marks but those do attend but never or rarely participate may also be disadvantaged in this part of the assessment.

Exam

Date: To Be Announced
Length: 2 hours
Value: 40%

Further advice and information will be provided to you in the second half of the semester.

ADDITIONAL INFORMATION

Submission of Assignments

Students are required to submit a signed cover sheet with every assignment. This includes a declaration that all material submitted is their own work except where there is clear acknowledgement or reference to the work of others and that they have read the University statement on Academic Misconduct (Plagiarism) on the University website at www.utas.edu.au/plagiarism or in the Student Information Handbook.

Assignment cover sheets are available from the School office or the School website. **Assignments submitted without a signed cover sheet will not be marked.** Students who submit assignments without a signed cover sheet will be contacted once via their UTAS email address; in such instances the cover sheet must be completed within two weeks of the due date.

All assignments must be submitted in hard-copy (not by email) and placed in the essay box at the School office on or before 5pm on the due date. Students are required to keep copies of all submitted assignments. Assignments submitted on time will be returned within three weeks of the due date; once on time assignments have been returned no further late assignments will be accepted. All marked assignments will be returned in tutorials unless otherwise advised.

Late Assignments

Late submissions will be penalized as follows: 5% of the available marks for the first day, and then 2% per working day thereafter. Late work will be accepted without penalty if accompanied by a medical certificate for the relevant period or a letter from a counsellor in the case of a serious non-medical reason.

Difficulties with your Studies

If you are experiencing difficulties with your studies or assignments, have personal or life planning issues, disability or illness which may affect your course of study, you should raise these with your lecturer and/or one of the following Student Services staff as soon as possible:

- Learning Skills Adviser
- Disability Adviser
- Careers Adviser
- Student Counsellor

University Statement on Plagiarism and Academic Integrity

"Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/>."

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

Assignment Presentation

The Journalism, Media and Communications discipline uses MLA Style, which is characterized by in-text referencing and a list of works cited. See the *MLA Handbook for Writers of Research Papers*, 6th ed. Ed. Joseph Gibaldi (New York: The Modern Language Association of America, 2003). For a brief introduction, please go <http://www.utas.edu.au/journalism>. For journalistic writing, refer to the JMC Style Guide, also available at <http://www.utas.edu.au/journalism>.

Marking Scale

The following distribution of marks and grades is applied in assessing your work:

- High Distinction (HD)—80-100%
- Distinction (DN)—70-79%
- Credit (CR)—60-69%
- Pass (PP)—50-59%
- Fail (NN)—0-49%

All marks are subject to moderation.

IT Support

Learning online—for online learning and Vista support – <http://www.utas.edu.au/coursesonline/>
Information Technology Services—for general IT Support (includes link to UTAS download website)
<http://www.utas.edu.au/servicedesk/student/index.html>

Library Services—for information literacy support – <http://www.utas.edu.au/library/>
Help Desk (email HelpDesk@utas.edu.au or 6226 1818, within University 1818)