



School of English, Journalism  
& European Languages

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## Unit Outline

**HEJ328 New Media**

**Semester 1, 2009**

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

<b>Convenor:</b>	Dr Craig Norris Room: SocSci 536 Phone: 6226 1930 Email: <a href="mailto:Craig.Norris@utas.edu.au">Craig.Norris@utas.edu.au</a>
<b>Consultation Hours:</b>	Thursday 10.00am – 12.50pm
<b>Unit Description:</b>	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.
<b>Unit Aims and Objectives:</b>	<ul style="list-style-type: none"><li>• Outline the historical development of new media technologies, particularly the Internet;</li><li>• Detail contemporary developments in communications internationally;</li><li>• Introduce concepts and theories that explain these developments;</li><li>• Describe the processes and effects of media convergence, particularly in terms of the Internet;</li><li>• Outline the issues arising from the widespread adoption of new media technologies; and</li><li>• Assess some of the key social, cultural, and political impacts of developments in media, telecommunications, and information technology sectors.</li></ul>
<b>Learning Outcomes:</b>	At the completion of this subject students will be able to satisfactorily demonstrate: <ol style="list-style-type: none"><li>1. an understanding of contemporary issues and elements of the "information society";</li><li>2. an understanding of internet cultures, contexts, and emerging paradigms within new media theory;</li><li>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;</li></ol>

	<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>
<b>MyLO site:</b>	<p>You can access the HEJ328 website through the <b>Learning Online</b> login page: <a href="http://www.utas.edu.au/coursesonline/">www.utas.edu.au/coursesonline/</a></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:</p> <p>Website: <a href="http://www.utas.edu.au/servicedesk">http://www.utas.edu.au/servicedesk</a></p> <p>Telephone: 6226 1818; 1300 304 903 (local call from within TAS; mobiles excepted)</p> <p>Email: <a href="mailto:servicedesk@utas.edu.au">servicedesk@utas.edu.au</a></p> <p>Contact your tutor or the Unit Convenor if you have a problem related to course content or assessment.</p>
<b>Required Texts:</b>	<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>. 3rd ed. Melbourne: Oxford University Press, 2008.</p>
<b>When Taught:</b>	<p><u>Lecture</u></p> <p>Mon 12.00 – 1.30pm, SB.LifeSci106.LT1</p> <p><u>Tutorials</u></p> <p>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>
<b>Assessment:</b>	<p>3500 words internal assignments (60%), two-hour exam (40%)</p> <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><b>Assignment 1</b> (1,500 – 1,750 words) Week Six (Fri 3 April, 4pm) 30%</p> <p>Learning outcomes 2, 3 and 4 will be assessed</p> <p><b>Assignment 2</b> (1,500 – 1,750 words) Week Ten (Fri 8 May, 4pm) 30%</p> <p>Learning outcomes 1 and 2 will be assessed</p> <p><b>Exam</b> 40%</p> <p>Learning outcomes 1 and 2 will be assessed</p>

<p><b>Submitting Assignments:</b></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 HUM 557. An electronic copy of your assignment must also be submitted to “Turnitin Assignment” at the HEJ328 MyLO site. Visit <a href="http://www.utas.edu.au/turnitin/">http://www.utas.edu.au/turnitin/</a> for further details of the Turnitin program.</p> <p>Feedback on your work helps improve your knowledge of concepts and arguments used in the unit, as well as your skills in writing and referencing. Staff undertake to provide you with appropriate comments on your essay, but this requires some thought on your part.</p> <p>Your essay should:</p> <ol style="list-style-type: none"> <li>1. have a cover sheet attached, showing the due date, your name and student number, and the title of the assignment (for example, HEJ329 Assignment 1)</li> <li>2. Be at least 2.5 cm (top and bottom) and 3.17 cm (left and right). This will enable markers to read your work quickly, and to place adequate comments in the margins.</li> <li>3. Use a legible 12pt. font.</li> <li>4. Be 1.5 or double-spaced.</li> <li>5. Have numbered pages</li> <li>6. Be accurately and consistently referenced, using Harvard referencing.</li> <li>7. For longer essays, use headings and subheadings to structure your assignment and make it easy for the reader to follow the development of your argument.</li> <li>8. Be stapled in the top left-hand corner.</li> <li>9. Not be submitted in a folder of any type.</li> <li>10. Be spell-checked using an Australian dictionary (not an American dictionary). E.g.: organise as opposed to organize.</li> <li>11. Have a title. E.g. “Assignment 1. Geeks in cyberspace: new media and youth cultures of consumption and production”</li> </ol> <p>Note, for an assignment to be considered as ‘submitted’ a printed version of the assignment must be submitted to the School’s office <b>and</b> an electronic version to the HEJ328 MyLO site. Assignments that are not submitted to <i>both</i> the School’s office and MyLO 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 office is considered to be the assignment’s date of submission, <i>not</i> the submission of the electronic version to MyLO, and late penalties will be applied where appropriate.</p>
<p><b>Guidelines for writing assignments:</b></p>	<ol style="list-style-type: none"> <li>1. It is recommended that you refer to an essay writing guide before you begin writing. For the style of essay required in this unit, there is a useful Harvard citation system guide available at the following URL: <a href="http://www.utas.edu.au/journalism">http://www.utas.edu.au/journalism</a></li> <li>2. Analyse the essay question before you begin to write. Check periodically to make sure that you have answered the questions asked of you.</li> <li>3. Show that you have read about the topic in appropriate breadth and depth by making reference to the work of other authors.</li> </ol>

	<p>4. Quotations for published work should take up no more than 20% of your essay. Make sure that quotations and citations are referenced consistently and correctly.</p> <p>5. It is assumed that students are thoroughly aware of University rules regarding <b>PLAGIARISM</b>, cheating and fraud, and are aware of the consequences of engaging in any of these illegal activities.</p> <p>6. Be prepared to draft and redraft sections of your essay. Ask a friend to read it for you in order to improve your grammar, spelling, and the logic of your writing. The paper you submit <i>should not</i> be the first draft you write.</p>
<p><b>Requesting extensions:</b></p>	<p>Late submissions without notifying the unit convenor and attaching supporting material and email confirming the new agreed-upon due date will have penalties for late submission applied. Submissions received after assignments have been returned to students will NOT be graded.</p> <p>Please note that requests for extensions may not be made after a deadline.</p> <p>Extensions are only given for medical reasons, or in the special consideration of events beyond your control (eg: personal tragedy).</p>

## LECTURE/SEMINAR SCHEDULE

Date	Topic	Reading
Week One	Introduction	
Week Two	New Media	Flew 1-20
Week Three	Key Concepts & Theorists (Note: No lecture, but tutorials will still be held)	Flew 21-37, 58-79
Week Four	Approaches	Flew 38-57
Week Five	Social Networking	Flew 80-105
Week Six	Participatory Media Cultures	Flew 106-125
Week Seven	Video Games	Flew 126-142
	<b>Easter Break – 9-15 April</b>	
Week Eight	Citizen Journalism	Flew 143-167
Week Nine	Creative Industries	Flew 168-192
Week Ten	Globalisation	Flew 193-217
Week Eleven	Internet Law, Policy and governance	Flew 218-246
Week Twelve	Rethinking New Media	Flew 247-254
Week Thirteen	Summary and Review	
	<b>Study Period: 1-5 June</b>	
	<b>Examination Period: 6-23 June</b>	

## ASSESSMENT

3500 words internal assignments (60%), two-hour exam (40%)

Task	Due Date	Value
Assignment 1 (1,500-1,750 words)	Week Six Fri 3 April, 4pm	30%
Assignment 2 (1,500-1,750 words)	Week Ten Fri 8 May, 4pm	30%
Exam	TBA	40%

### Assignment 1: Online posts and report

Due date: See table above

Length: 1,500-1,750 words

Value: 30%

Further Guidelines to be provided at the beginning of semester.

### Assignment 2: Essay

Due date: See table above

Length: 1,500-1,750 words

Value: 30%

Further Guidelines to be provided at the beginning of semester.

### Exam

Date: To Be Announced

Length: 2 hours

Value: 40%

## 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](http://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 the Harvard style of referencing. Please see <http://www.utas.edu.au/journalism/> for a brief introduction. For journalistic writing, refer to the JMC Style Guide, also available at <http://www.utas.edu.au/journalism/>.

For journalistic assignments, you must not use material gathered for a story, including interviews, for assessment in more than one unit. If in doubt, please discuss with your unit coordinator.

### Equipment

Please note that this unit may require access to sound and/or video recording equipment and that while the school will provide access to equipment during tutorials, access to equipment outside of tutorials is not guaranteed. Where the loan of equipment is possible students will be required to sign and agree to the terms and conditions of the loan, including the penalties for late return, as presented at the time of the loan. We encourage students, where possible, to purchase their own recording devices. Teaching staff will advise on suitable equipment.

### 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](mailto:HelpDesk@utas.edu.au) or 6226 1818, within University 1818)