



MAS 330

Network Cultures

S2 Day 2015

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Senior Lecturer

Margie Borschke

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Y3A 159

Wednesdays 1-2 (directly after lecture)

Associate Lecturer

Helene Thomas

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by appointment

Credit points

3

Prerequisites

39cp

Corequisites

Co-badged status

Unit description

This unit explores the complex relation between technology and culture, in many forms. The impact of digital and networking technologies on contemporary cultural expression is examined with reference to social media, network culture and online media forms. The cultural and social implications of new media technologies are considered in the fields of intellectual property, notions of authorship, patterns of communication and consumption, the experience of space and time, consciousness, ethics and privacy. The representation of technology in art and science fiction is studied in detail. Broader social, political and cultural issues regarding technology are considered in the specific context of creative expression using new technologies.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

- Understand a range of theories of technology and society
- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics
- Develop a range of advanced critical and creative thinking attributes

General Assessment Information

- All assessment submissions are online. No paper submissions will be accepted. See individual assessment instructions for details.
- Late papers will be penalised by 10% per day (See Policies and Procedures)
- Prompts and instructions for your weekly blog post will be posted on iLearn.
- Students may fail this unit if they do not attempt all assessments.

Assessment Tasks

Name	Weighting	Due
<u>Case Study Presentations</u>	35%	Weeks 4-7; 9-12
<u>Research Essay</u>	45%	October 2 23:59
<u>Tutorial Prep and Reflection</u>	20%	October 30 23:59

Case Study Presentations

Due: **Weeks 4-7; 9-12**

Weighting: **35%**

Students will give a Pecha Kucha-style presentation (a 6 minute and 40 second talk to accompany a slideshow comprised of 20 slides, each displayed for 20 seconds) focused on a case study of an artifact, platform, practice or concept that is relevant to the previous week's readings and lecture. Your presentation should have an identifiable thesis and argument. You will also be expected to lead a discussion and respond to questions following your presentation.

See iLearn for detailed instructions about how to prepare your presentation, where to post and in what format. There will also be time in the lecture to ask questions about this--please make use of this time.

Submission:

Prior to class, students are expected to post their presentation slides (with picture credits and

links when possible) and a bibliography in Harvard Style. Please post a link to your slides and your notes/script to your blog and a pdf copy to the Turnitin box on iLearn. Please note that only the presentation will be assessed. The submission of the pdf document will prompt your tutor to give you a grade and a rubric will be attached for feedback purposes.

Assessment Criteria:

- The strength of your thesis and argumentation.
- Ability to identify debates and discussions in the academic literature.
- Ability to identify a relevant case study to use to critically analyse a concept or problem.
- The clarity of your presentation and your ability to communicate within the constraints of the form.
- Your picture research and use of visual imagery to communicate your message.
- Your ability to lead a productive discussion with your classmates.

On successful completion you will be able to:

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Research Essay

Due: **October 2 23:59**

Weighting: **45%**

Students will write a research essay that contributes to our understanding of the relationship between digital networks, technologies and culture.

To do this you will need to develop a workable research question related to one of the themes in the unit, review the relevant academic literature, identify any relevant case studies and conduct archival research. Please see iLearn for a detailed list of themes. Students will have the opportunity to discuss their ideas in their tutorials in week 3. Additional consultation times will also be available in week 6 for one-on-one or small group consultations. See iLearn for a schedule.

Submit online via the turnitin submission box:

- 1800-2000 word research essay
- A bibliography
- Citation style: Harvard

Assessment Criteria:

- Engagement with the course: Demonstration of a productive engagement with issues, ideas and theories raised by course material;
- Conceptual skills: Evidence of a clear sense of conceptual direction, and the development of a thoughtful discussion and analysis of your own
- Research skills: Evidence of an in-depth understanding of key issues, contexts, perspectives, theories and debates in the area;
- Writing and presentation: clarity and coherence of expression, grammar, punctuation, sentence construction, layout
- Accurate and properly presented referencing (Harvard style)

On successful completion you will be able to:

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Tutorial Prep and Reflection

Due: **October 30 23:59**

Weighting: **20%**

Each week you should document your progress via your iLearn blog. You will be asked to experiment with a variety of networked genres and forms. Each post should take between 15 minutes to an hour to complete (in addition to the time it takes you to complete the readings and attend the lecture and tutorial.)

Each posts should:

1. Summarize key concepts
2. Document any highlights from your tutorial discussions
3. Reflect on any problems, questions or challenges that remain

This assessment is about engagement and you are encouraged to take risks and experiment. Your posts will be visible to your classmates as well as the lecturer.

Your post must be completed by COB on Friday each week.

Assessment Criteria:

- You meet the required number of posts (min 10) (9 marks)
- Your posts are filed in a timely fashion (1 mark)
- The quality of the blog as a document of your learning activities and engagement (10 marks)

On successful completion you will be able to:

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Delivery and Resources

LINKS TO REQUIRED READINGS AND OTHER MEDIA WILL BE ON ILEARN OR AVAILABLE VIA E-RESERVE AT THE LIBRARY

Unit Schedule

PLEASE SEE ILEARN

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

Attendance

o Assessment tasks are aligned to the unit Learning Outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply. 10% per day (including weekends) will be deducted for all late submissions unless Disruptions to Studies (including a request for an extension) is approved.

o You are required to attend all tutorials. As participation in the process of learning is linked to and underpins the unit Learning Outcomes, you will need to either apply for Disruptions to Studies to cover any missed tutorial (if the disruption is greater than three consecutive days) or supply appropriate documentation to your unit convenor for any missed tutorial (if less than three consecutive days).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics
- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Case Study Presentations
- Research Essay
- Tutorial Prep and Reflection

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Assess contemporary art, media and network culture
- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Case Study Presentations
- Tutorial Prep and Reflection

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Appreciate and evaluate the complex relationship between digital networked technology and culture
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- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Case Study Presentations
- Research Essay
- Tutorial Prep and Reflection

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
- Assess contemporary art, media and network culture
- Relate ideas and evaluate concepts in aesthetics

Assessment tasks

- Case Study Presentations
- Research Essay
- Tutorial Prep and Reflection

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
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- Relate ideas and evaluate concepts in aesthetics
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- Case Study Presentations
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Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and

they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Understand a range of theories of technology and society
- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
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Assessment tasks

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- Research Essay
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Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Develop an expanded knowledge of the history of art and technology
- Appreciate and evaluate the complex relationship between digital networked technology and culture
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Assessment tasks

- Case Study Presentations
- Research Essay
- Tutorial Prep and Reflection

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcome

- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Case Study Presentations
- Tutorial Prep and Reflection

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Assessment tasks

- Case Study Presentations
- Research Essay
- Tutorial Prep and Reflection