MAS 330

Network Cultures

S2 Day 2017

Department of Media, Music, Communication and Cultural Studies

Contents

General Information

Unit convenor and teaching staff
Senior Lecturer
Margie Borschke
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Y3A 159
Fridays after the seminar 3-4

Credit points
3

Prerequisites
39cp at 100 level or above

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 via turnitin (assessment 1 and 2). No paper or emailed submissions will be accepted. See individual assessment instructions for details.

- Late assessments will be penalised by 10% per day. (See Policies and Procedures for more detail)

- Students should attempt all assessments.

Assessment Tasks

Name	Weighting	Hurdle	Due
Creative Research Reports	40%	No	4/10/2016
Essay	60%	No	10/11/2017 23:59

Creative Research Reports

Due: **4/10/2016**
Weighting: **40%**

TASK:

USE A THEORY TO ANALYSE SOME PHENOMENON IN NETWORK CULTURE Each week we discuss a range of theoretical ideas and concepts and think about how these theories can help us to understand network culture. For this assessment you will use a theory or concept from weeks 1-7 and then use that idea to analyse a case study of your choosing. You may choose to study an artifact or practice that is relevant to one of the theories or concepts discussed in the readings and lectures in weeks 1-7. You will contextualise your analysis within scholarly debates. Your report will contain both text and other media (ie images, audio/visual).

PRESENT YOUR ANALYSIS USING ONE OF THE FOLLOWING FORMS OF NETWORKED DISCOURSE:

1. Record a Pecha Kucha slideshow as a video essay (20 images X 20 seconds of audio) and post to youtube or vimeo.

2. Create a Buzzfeed listicle on Buzzfeed Community combining images with concise text (Apx 20 images + 20 sentences).

3. Create and curate a series of Tumblr posts (Must include at least 20 original posts with visual

media and text).

4. Write a multimedia networked essay using Storify, Medium or other relevant platform.

Please note that students should choose a format that they can work with independently. We will discuss how to research and choose the right format and tools in class.

Length: You should aim for a project that takes about 5 minutes to read/watch and listen to. (It takes apx. 5 minutes to read 1000 words.)

Submission:

You will submit the following:

1. Submit a pdf or word doc of your project including text and images (If you've made video or audio, also submit the script/storyboard) + bibliography + link to the online project via turnitin. (See iLearn for help creating this record).

2. Post a link to your project in the appropriate slack channel (see iLearn for more details.)

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 project and your ability to communicate within the constraints of the form.
- Your ability to communicate your message using visual media (ie picture research or other audio/visual)
- The overall success of your project as creative research

This is a formative assessment: feedback will include a grade out of 100, a qualitative rubric and comments from your marker.

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Essay

Due: **10/11/2017 23:59**

Weighting: **60%**

Throughout the semester we will inquire into the relationship between culture and technology with an emphasis on digital network technologies, aesthetics and social change. We will explore a range of concepts and theories and consider how we can use them to understand complex phenomena and pressing social questions. We will also critically examine a variety of networked platforms and consider how they shape expression and everyday life. In this assessment you will demonstrate that you have engaged with and understand these ideas and can use them to analyse real world phenomena and contemporary questions about networked culture.

As your final project you will submit an essay that offers your contribution towards answering the big questions we have discussed this semester. We will discuss these questions in-class and through experimentation with a variety of social media platforms and practices. You will engage in in-class activities that help you to devise an appropriate research question, identify relevant ideas and concepts and select evidence to build your argument. These in-class activities and this essay activity will help you build the analytical skills necessary to understand the research process, think critically about qualitative research and make a contribution to the community of scholarly inquiry. n.b. You must draw upon the unit's reading list to write your essay. You are welcome to bring in other relevant academic work (and it should be cited) but it is not required. You are also encouraged to draw upon relevant news media and grey literature to provide evidence about the networked cultural phenomena you may be discussing. Support for this will be provided during the seminars.

Submit online via the turnitin submission box:

- abstract 200 words
- 1800-2000 word essay
- A formal bibliography

Assessment Criteria:

- Engagement with the course: Demonstration of a productive engagement with issues, ideas and theories raised by course material; Evidence of an in-depth understanding of key issues, contexts, perspectives, theories and debates in the area; well-chosen examples and evidence to illustrate your arguments
- Thesis: Evidence of a clear sense of conceptual direction, and the development of a thoughtful discussion and analysis of your own
- Writing and presentation: clarity and coherence of expression, grammar, punctuation, sentence construction, layout
- Accurate and properly presented referencing

This is a summative assessment. Feedback will include a grade out of 100 and a qualitative rubric.

On successful completion you will be able to:

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Delivery and Resources

- REQUIRED READINGS AND OTHER MEDIA: Please consult the ilearn site for weekly readings and media. Text books will be available for purchase at the University Co-op bookshop. See iLearn for titles and links

- This unit will be delivered as a two-hour interactive seminar. It will combine in-class short lecture-style material with guided inquiry, production tasks, small group activities and discussions. Attendance is expected.
- Students will be assigned to study groups that will meet in class and, when requested, work on collaborative activities. Please exchange contact information with the members of your group.
- Please bring your own devices for use in class (laptops or tablets + mobile phones). The library has laptops and iPads available for lending if you don't have your own. http://www.mq.edu.au/about/campus-services-and-facilities/library/facilities/computer-facilities and there are other computer labs on campus.
- Also bring a pen or pencil and paper to class.
- Students are expected to make use of everyday information technologies to complete their assignments (i.e. Personal Computers, Mobile Phones, freely available editing software and online publishing platforms). As this is not a production unit, students should not contact the department's technical staff for equipment or support. Challenge yourself but work within your technical abilities.
- Lecture portions of the class will be recorded for review purposes only. Any workshops, discussions, activities or media viewed or listened to will not be available for review.

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_2016.html

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration

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/department_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

Attendence

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 seminars. 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 seminar (if the disruption is greater than three consecutive days) or supply appropriate documentation to your unit convenor for any missed seminar (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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources 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

- 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

Assessment tasks

- Creative Research Reports
- Essay

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

- 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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- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Creative Research Reports
- Essay

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

Assessment tasks

- Creative Research Reports
- Essay

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
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- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Creative Research Reports
- Essay

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

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- Creative Research Reports
- Essay

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.

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Learning outcomes

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- Essay

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

- Understand a range of theories of technology and society
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Assessment tasks

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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 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
- Develop a range of advanced critical and creative thinking attributes

Assessment tasks

- Creative Research Reports
- Essay

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:

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

- Creative Research Reports
- Essay