MDIA2011

Media Design for Change

Semester One // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
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School Contact Information

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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.

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information, see https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Course Details

Credit Points 6

Summary of the Course

Subject Area: Media

In this course, you will develop specialist knowledge on the use of the media for international development work. Through the design of a media project targeting issues that affect the lives of people in some of the most disadvantaged areas of the world, you will learn how to create media strategies that promote positive behaviour and social change, and which can ultimately transform people's lives. While there is an emphasis today on the use of social media and innovative technologies to advocate change, in this course we are reminded that communication channels vary on the basis of a country's economic and social context; moreover, differences in ethnic background, language, gender, level of literacy and urban to rural settings are crucial variables when we look at development contexts. Through this course, you will work towards a creative use of both new and traditional media platforms to achieve change.

At the conclusion of this course the student will be able to

1. Discuss approaches to media in international development work and explain relevant theoretical and conceptual frameworks for development and social change.
2. Evaluate the role of the media and media practice in developing contexts.
3. Design a research plan for the production of culturally relevant media content in developing contexts.
4. Conduct independent and collaborative research and communicate complex ideas to a range of audiences using written and audio-visual communication.

Teaching Strategies

This course will present theoretical and conceptual approaches to the field of media for development and media development; at the same time, it will offer the opportunity to put into the practice the knowledge acquired through the strategic design of a media project. While lectures will focus on connecting theories and approaches to a number of different practical examples that include the work of some of the main non-governmental organisations and international agencies operating in developing areas of the world, the seminars will see students working towards their own media project design.

Assessment

Please use Harvard Referencing Style for all assessments. A quick guide to the use of this style can be found here:

https://www.dit.ie/media/library/documents/DIT%20Library%20Harvard%20Quick%20Guide.pdf

A summary of the assessment and useful resources for this course can also be found in the Assessment document on Moodle.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Literature review	30%	25/03/2018 08:00 PM	1,2
Media project plan	50%	06/05/2018 08:00 PM	2,3
Video presentation	20%	Tutorials Week 13	2,4

Assessment Details

Assessment 1: Literature review

Start date: Not Applicable

Length: 1500 words

Details: 1500 words.This is the first assessment task.Feedback will be provided in written form and numerical grade.

Additional details:

In this 1500-word essay, you will offer an overview of the literature in the field of media for development, looking at behaviour change theories, social marketing, social change, edutainment, community and participatory media. The content of your essay will revolve around the title of 'Media for Development: theory-driven approaches in using the media for change'. To produce this work, you should utilise a minimum of 8 academic sources.

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

Assessment 2: Media project plan

Start date: Not Applicable

Length: 2500 words

Details: 2500 words.Feedback will be provided in written form and numerical grade.

Additional details:

In this 2500-word report, you will present your media project plan and discuss the steps taken towards its design.

For the project design, you will be provided with a choice of 5 different media project scenarios related to different development issues in specific countries of the Global South. Based on the scenario of your choice, you will work with other students on the following activities during tutorials:

1. setting clear objectives for the media project;
2. designing a research plan to gather information on the issue the media project wants to address, including primary research methods, population, and sample selection;
3. conducting desk research on the issue the campaign is trying to address, with particular attention paid to cultural, religious and traditional settings;
4. researching the media landscape of the country the media project will be implemented in;
5. researching and identifying effective media channels on the basis of the cultural, political and technological reality of the country;
6. identifying appropriate messages to reach the target audience;
7. developing clear ideas on and discussing in details the media outputs to be created for the project;
8. outlining a plan for monitoring and evaluation.

Each student will then prepare an individual written component/section of the media plan, which will be submitted as one cohesive document. You will be marked on the section of the plan you have produced, and on its relevance to and coherence with the rest of the plan.

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

Assessment 3: Video presentation

Start date: Not Applicable

Length: 4 minutes (variable based on group size)

Details: Group presentation (in video format) of 4-5 students. The required length of the video is a maximum of 4 minutes.This is the final assessment task for attendance purposes.Feedback will be provided in written form and numerical grade as a group mark.

Additional details:

Each group will submit a 4 minute long video presentation (depending on the size of the group), illustrating the design of one media output that was included in their project plan. Students can use still images, animation and video footage, or a combination of these, and prepare a narration as audio component. The group will address questions from the audience after the video screening. Details about the chosen output and video format will be agreed with your tutor during tutorials.

Turnitin setting: This is not a Turnitin assignment

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

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.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen (14) days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component, a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one (21) days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

* Prevent you from completing a course requirement,

* Keep you from attending an assessable activity,

* Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration webstie:
https://student.unsw.edu.au/special-consideration

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:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose

- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW. (http://subjectguides.library.unsw.edu.au/elise/aboutelise)

Resources

Prescribed Resources

N/A

Recommended Resources

Please view the Assessment document on Moodle.

Course Evaluation and Development

Informal feedback on the course will be sought through an in-class questionnaire during the course of the semester.

For final course evaluation, students will receive a link to the MyExperience survey towards the end of the semester.

Image Credit

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