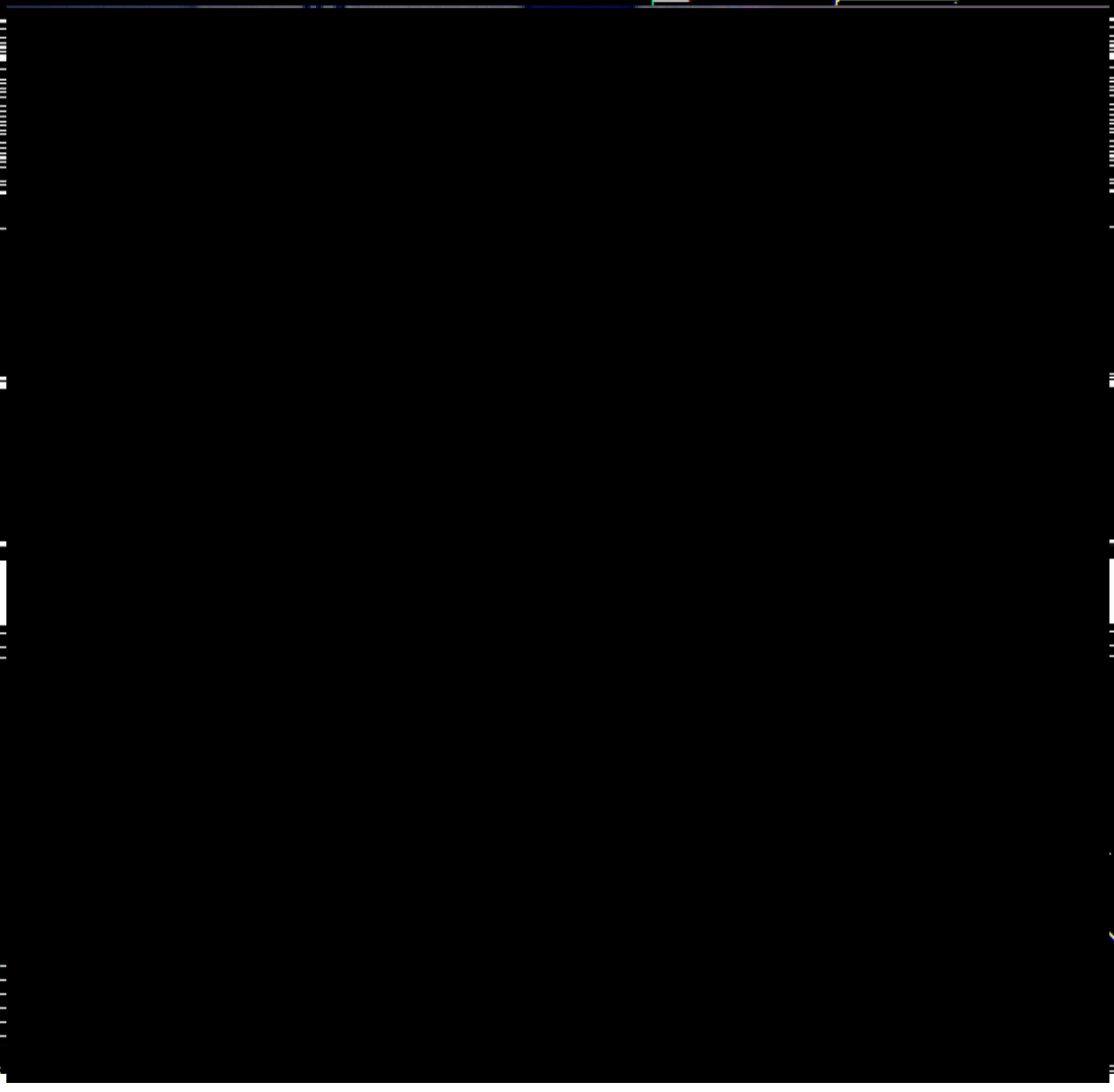
School of the Arts and Media

UNSW Arts, Design and Architecture

ARTS2093

Social Media

Term 3, 2021



Acknowledgement of Country

UNSW Arts, Design and Architecture Kensington and Paddington campuses are built on Aboriginal Lands. We pay our respects to the Bidjigal and Gadigal peoples who are the Custodians of these lands. We acknowledge the Aboriginal and Torres Strait Islander peoples, the First Australians, whose lands, winds and waters we all now share, and pay respect to their unique values, and their continuing and enduring cultures which deepen and enrich the life of our nation and communities.

Assessment

Here, you'll only find very basic information regarding your Assessment. You can find detailed information on Moodle, in the "Assessments" section. In addition, you'll be briefed on the Assessments in specific lectures during semester, which are identified in the weekly outlines on Moodle.

Please first raise questions in your tutorial, as others may have the same question. Discussion forums for each Assessment will be created on Moodle, so you will also be able to raise questions there too. Email should only be used if your question relates to a personal matter, such as an extension.

Assessment task	Weight	Due Date	Course Learning Outcomes Assessed
1. Essay	40%	25/10/2021 09:00 AM	1, 2, 3
2. Examination	60%	17/11/2021 11:59 PM	1, 2, 3

Assessment 1: Essay

Due date: 25/10/2021 09:00 AM

1500-word essay on a topic to be advised.

Students will receive a rubric.

Feedback via LMS.

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

Assessment 2: Examination

Start date: 15/11/2021 09:00 AM
Due date: 17/11/2021 11:59 PM

2500-word open-book take-home exam. Feedback via LMS.

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

Attendance Requirements

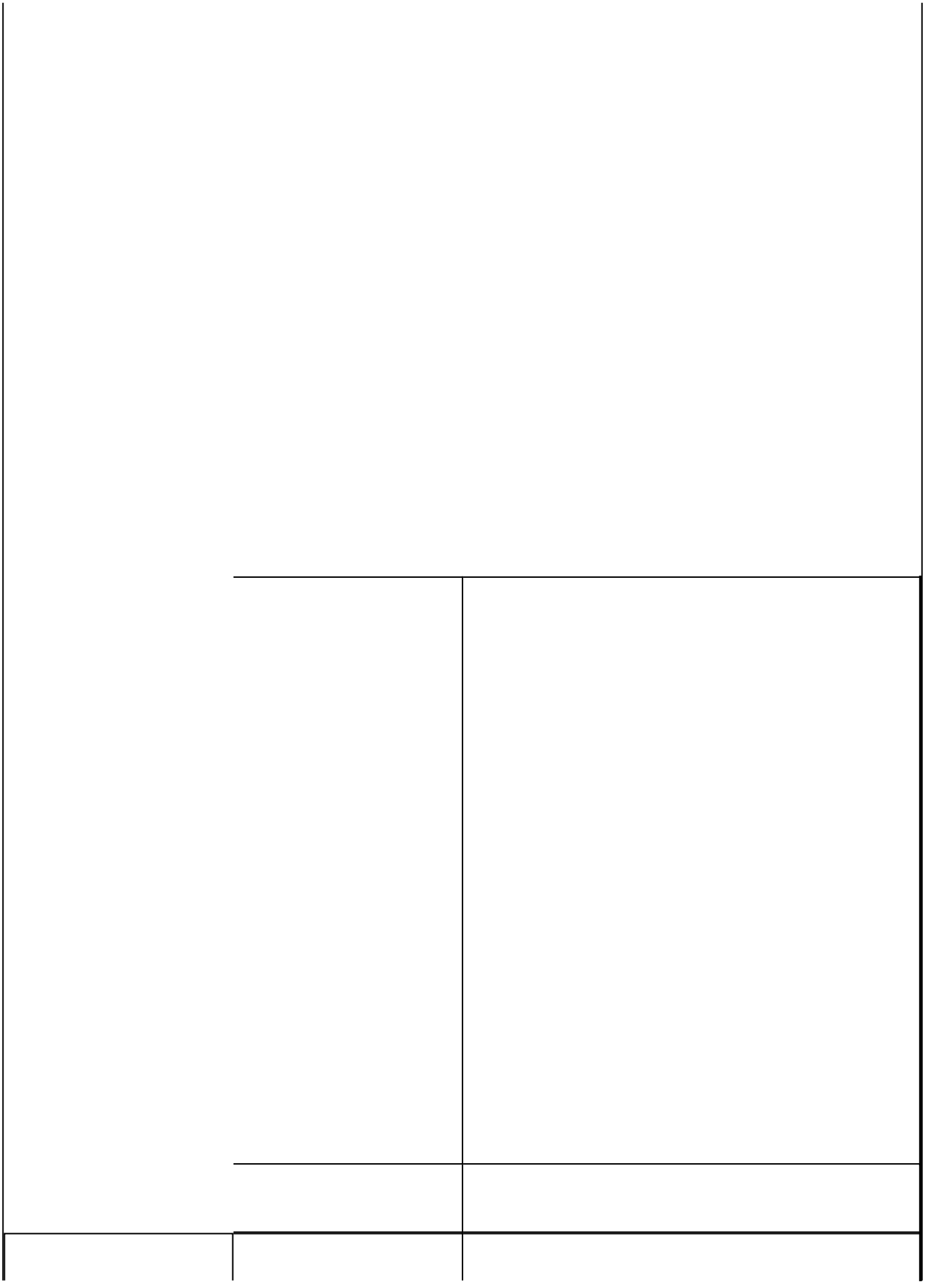
Students are strongly encouraged to attend all classes and review lecture recordings.

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 1: 13 September - 17 September	Web	WEEK 1: COURSE INTRODUCTION: SOCIAL MEDIA PLATFORMS, PRACTICES, AND AFFORDANCES We begin this course by exploring social media through a critical historical lens, considering how Week 1: 13 September



15 October		ATTENTION ECONOMIES This week we consider how important digital attention has become as a social resource. We will explore the practices of social media influencers, and the concepts of microcelebrity and personal branding. *NB: Friday is a public holiday* Key concepts: Influencers, microcelebrity,

		Reading: Miltner, K. M., & Highfield, T. (2017). Never Gonna GIF You Up: Analyzing the Cultural Significance of the Animated GIF. *l`f^i Kbaf^) l`fbqv* 1*(3), 1-11. Stark, Luke, and Kate Crawford. 2015. “The Conservatism of Emoji: Work, Affect, and Communication.” *l`f^i Kbaf^ ) l`fbqv Hlr0k^i* 1(2).
	Web	Tutorial topic 9: Exploring how people bond online using resources such as emoji.
Week 10: 15 November - 19 November	Web	WEEK 10: INTERNET MEMES AND PARTICIPATORY PUBLICS Internet memes have become a common feature in public discourse about politics. This week we consider memes from a multimodal perspective, looking at how they function as a semiotic resource for social bonding and social commentary. Key concepts: Internet memes, image macros, phrasal template memes, assemblages, multimodality, political discourse Reading: Ross, A. S., & Rivers, D. J. (2017). Digital cultures of political participation: Internet memes and the discursive delegitimization of the 2016 US Presidential candidates. *Bfp`lr0pb* Alkqbuq $ Kbaf^*, 16, 1-11.  Textbook reading:  Chapter 9 '#TinyTrump: Intermodal Coupling and Visual Hashtag Memes' in in Zappavigna (2018). *b^0`e^_ib ^ih8 F^peq^dp ^ka l`f^i Kbaf^ Kbq^afp`lr0pb,* London: Bloomsbury.
	Tutorial	Tutorial topic 10: Exploring internet memes and participatory publics.

Resources

Prescribed Resources

This course uses a textbook ^*ka* other readings.

The textbook is:

Zappavigna, M. (2018). Searchable Talk: Hashtags and Social Media Metadiscourse. London: Bloomsbury.

It is available in the UNSW bookshop and the library.

All other readings can be accessed via the Leganto system on Moodle.

Recommended Resources

Any further resources will be provided in the week by week modules on Moodle.

Course Evaluation and Development

This course undergoes continual development, via MyExperience feedback and collegial review. We therefore take your feedback very seriously. There will also be opportunities in the tutorials during semester for you to discuss your experiences of the course. The feedback feature on Moodle is also available for you to use throughout the course modules.

Submission of Assessment Tasks

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.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

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.

Academic Information