
SUBJECT DESCRIPTION**50252 Culture And Technology**

Course Name:	Bachelor of Arts in Communication. (Writing and Cultural Studies)
Level:	300
Number of Credit points:	8
Prerequisites:	50108/50229 Contemporary Culture
Grading:	Graded

HANDBOOK DESCRIPTION

This subject explores the interface of technology and culture. The ways that scientific and technological discourses construct the cultural imaginary, individual subjectivity and differences (of race, gender, sex, and ethnicity) – and vice versa – are central concerns. The focus is on the culture/technology nexus at the levels of perception, aesthetics, and emotions. The influence of media/communication technologies on the arts and on intellectual disciplines is also addressed. The subject works through case studies (which may include the Internet, telematics, interactivity, robotics and robotic art, military, medical, and other media technologies/cultures) and explores historical perspectives as well as philosophical concepts and cultural theories.

CONTRIBUTION TO GRADUATE PROFILE

- have a broad range of skills and knowledge, making for creative and critically informed communications professionals
- have a critical knowledge of Australian cultural traditions, industries and institutions
- have a critical knowledge of cultural and aesthetic debates, and their implications for cultural policy developments
- be able to think critically and creatively about future developments in cultural industries
- have a strong awareness of the needs of specific communities and the ability to evaluate a range of strategies for dealing with cultural and social problems
- be able to function within groups and be sensitive to the multiple dimensions of social and cultural difference.

OBJECTIVES

- a) Develop an understanding of the complex interplay of technologies and cultures.
- b) Develop a critical knowledge of cultural and aesthetic debates and discourses in relation to technology and culture
- c) Critical study of texts, electronic art works and case studies
- d) Develop analytical and conceptual skills in relation to cultural products at the interface of culture and technology, in particular electronic and digital art.

TEACHING AND LEARNING ACTIVITIES

- Seminars, flexible learning and self-directed learning activities
- Group work online and in class
- Readings and viewing/audition of electronic art works, dealing with the main issues relating to each topic
- Each student completes a final assignment on a topic relating to the subject, which may be an essay or group net work.

CONTENT

- Discourses of Technology
- Art and Aesthetics
- Bodies and Technology
- Information Systems and Networks
- Digital Modes of Being
- Gaming
- Virtual War
- Container Technologies
- Writing, New Media, Narrative

- Biogenetic Fantasies, Realities, and Art

ASSESSMENT

Assessment item 1.

Prepare and Lead tutorial discussion

Objectives: a,b,c,d
Value: 20%
Due: various

Tasks:

- Choose an example of a technology, cultural product, or art work that illuminates the readings for your chosen week and/or vice versa
- Make a 5-10 minute presentation explaining/demonstrating the technology
- Compose points and questions relevant to the readings
- Lead tutorial discussion

Assessment criteria:

- Engagement with readings and cultural objects and/or art works
- Completion of all tasks
- **Ability to work effectively with other students**

Assessment item 2.

Reflective writing about readings. 1500-2000 words

Objectives: a,b,c,d
Value: 30%
Due: Continuous first half of the course. **Assignment due week 7.**
Tasks:

- From your reading (from 4 different weeks) choose 4 quotes (from different readings) and discuss why you think they are significant in terms of the subject's themes.

Assessment criteria:

- Engagement with and analyses of readings
- Use of the concepts discussed in the lectures and readings

Assessment item 3.

Essay. 3000-3500 words

Objectives: a,b,c,d
Value: 40% (15% based on revised abstract)
Due: Week 14
Task:

This task comprises an essay of 3000-3500 words per student, although students may work in groups of up to three. If you are working in a group you will write a 'chapter' each and co-write the introduction and conclusion, after discussion with your tutor. The topic for the essay is to be determined by the student(s) and approved by your tutor after negotiation on UTSONline and/or discussion in class.

In week 11 you must submit your Draft Abstract (200 words) and Outline (no more than a page) on UTSONline. You may respond creatively and constructively, online, to each other's ideas. In week 12 your Revised Abstract and Outline are due (15%). The major essay is due Friday 11 November.

Assessment criteria for this work are:

- Demonstration of research
- Ability to construct and adjust an abstract
- Harvard style referencing
- Demonstration of insight into, understanding of, and interpretation of relevant literature
- Construction and presentation of argument/thesis
- Demonstration of skill in written communication, especially academic argument

MINIMUM REQUIREMENTS

Since class discussion and participation in activities form an integral part of this subject, students are expected to attend, arrive punctually and actively participate in classes. Should they experience difficulties meeting this requirement, they should contact the lecturer. Students who have a reason for extended absence from class (e.g., illness) may be required to complete additional work to ensure they achieve the subject objectives.

10% of your final grade is based on participation and attendance.

TEXTS AND REFERENCES

Package of Readings

Online references in the subject outline