School of Humanities and Languages

ARTS3216 Chinese Media Cultures
Semester 1, 2016

1. Course Staff and Contact Details
2. Course Details
3. Learning and Teaching Rationale
4. Teaching Strategies
5. Course Assessment
6. Extension of Time for Submission of Assessment Tasks
7. Attendance
8. Class Clash
9. Academic Honesty and Plagiarism
10. Course Schedule
11. Course Resources
12. Course Evaluation and Development
13. Student Support
14. Grievances
15. Other Information
1. Course Staff and Contact Details

<table>
<thead>
<tr>
<th>Name</th>
<th>Dr Haiqing Yu</th>
<th>Room</th>
<th>MB246</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>93852349</td>
<td>Email</td>
<td><a href="mailto:h.yu@unsw.edu.au">h.yu@unsw.edu.au</a></td>
</tr>
<tr>
<td>Consultation Time</td>
<td>Monday 2-4pm; Wednesday 12-2pm</td>
<td></td>
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</tbody>
</table>

2. Tutors

<table>
<thead>
<tr>
<th>Name</th>
<th>Dr Jian XU</th>
<th>Room</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>Email</td>
<td><a href="mailto:jianx@unsw.edu.au">jianx@unsw.edu.au</a></td>
<td></td>
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</table>

2. Course Details

<table>
<thead>
<tr>
<th>Units of Credit (UoC)</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Description</td>
<td>It is a specialised, multi-disciplinary course on Chinese media cultures in the PRC, Taiwan, Hong Kong and other Chinese-speaking communities. It examines Chinese media, culture and society in the Chinese-speaking world from a cultural, political and historical perspective, paying particular attention to developments in new media forms and formats. Students who complete this course successfully will be able to engage critically with a wide range of cultural practices in media policies, production, circulation and consumption. They will have relevant research skills, including the use of the library, referencing and presentation of written work and knowledge of the methodologies, both critical and theoretical, to engage with topics of their interests. Lectures will be supplemented with audio-visual material. The focus of 2016 is on two shows: ‘If you are the one’ (television dating show) and ‘Under the dome’ (independent Ted-talk style documentary).</td>
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</tbody>
</table>

Course Aims

1. To provide a overview of Chinese media from a historical perspective
2. To stimulate students in reflective critique of various aspects of Chinese media
3. To review some of the key publications in the area of Chinese media studies

Student Learning Outcomes

1. To develop knowledge of Chinese media cultures in different geopolitical contexts;
2. To enhance understandings of Chinese media systems of the past, today and the future;
3. To analyse the relationships between media, culture and politics in the Chinese-speaking societies;
4. To develop advanced skills in research, critical thinking, debate and academic writing.

Graduate Attributes

1. an informed understanding of human experience, culture and society in Chinese-speaking societies
2. an understanding of the tools and methods used in the Humanities, social sciences, and media and film studies, including an awareness of the ways in which an interdisciplinary approach enhances the study of the region
3. **Learning and Teaching Rationale**

**Please note:**
- Both lecture and tutorials start in Week 1. There is NO class in Week 13.
- Students should read all compulsory readings (2 per week) before lectures and tutorials.

ARTS3216 is composed of a two-hour lecture and a 1-hour tutorial. The course reader will be uploaded onto the course Moodle on a weekly basis for your easy access and downloading. Student participation in both lectures and tutorials is essential to the success of the course.

1) Lectures:
The weekly lecture is an important part of this course. Students are expected to attend all lectures, which build up students’ factual knowledge of Chinese media studies, and present case studies for comparison and discussion. The aim of lectures is not to convey information which could be more easily be garnered from independent reading, but to give you a sense of how existing scholarship has attempted to understand Chinese media cultures from interdisciplinary perspectives. Lectures will be illustrated by video clips, photographs and animations from major archives.

2) Tutorials:
Tutorials are the occasion for further elaboration and discussion of specific issues covered in the weekly lectures and course reader. Students should be prepared before coming to tutorials, and take an active role in fostering individual and group learning experiences. Group presentations are conducted in tutorials. Tutorials are monitored and mediated by tutors.

<table>
<thead>
<tr>
<th>Class Type</th>
<th>Day</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>Tuesday</td>
<td>12-2pm</td>
<td>Ainswth 102</td>
</tr>
<tr>
<td>Tut 1</td>
<td>Wednesday</td>
<td>11-12pm</td>
<td>BUS 219</td>
</tr>
<tr>
<td>Tut 2</td>
<td>Wednesday</td>
<td>12-1pm</td>
<td>BUS 219</td>
</tr>
</tbody>
</table>

4. **Teaching Strategies**

This course will be taught through a combination of lecturer-guided and student-led teaching strategies. The lectures and tutorials are therefore conducted more like a seminar, which provide an opportunity for different orders of dialogue.
You are expected to attend all seminars, read all required readings, engage in class discussions, and make one formal presentation. Your participation, not just attendance, will be judged on your constructive contributions to the group discussion. You must attend 10 seminars as a minimum requirement.

There is considerable flexibility in what can be done in a seminar and we will negotiate how classes will be conducted as we get to know each other’s wishes. All topics are very broad to allow room for such flexibility.

Apart from classroom learning, you will be required to contribute to student-centred learning by contributing to the group wikis. You will be allocated to random groups for group presentation and group wiki projects. Group dynamics can vary greatly. Marks are given individuals; no group mark will be given.

**Detailed information on assessments (including marking criteria) will be uploaded onto Moodle.** Always consult your lecturer and/or tutor if you have any question.

### 5. Course Assessment

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Length</th>
<th>Weight</th>
<th>Learning Outcomes Assessed</th>
<th>Graduate Attributes Assessed</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research essay</td>
<td>3000 words each (excluding references)</td>
<td>40%</td>
<td>1, 2, 3, 4</td>
<td>1, 2, 3, 4</td>
<td>1 June 2016</td>
</tr>
<tr>
<td>Presentation</td>
<td>5-6 minutes each</td>
<td>20%</td>
<td>1, 2, 3, 4</td>
<td>1, 2, 3, 4</td>
<td>Weeks 3-12</td>
</tr>
<tr>
<td>Wiki group project</td>
<td>varies</td>
<td>20%</td>
<td>1, 2, 3, 4</td>
<td>1, 2, 3, 4</td>
<td>Weeks 3-12</td>
</tr>
<tr>
<td>In-class responses</td>
<td>varies</td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
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</table>

**Explanation:** All details on requirements and marking criteria will be posted on the course Moodle. The following is a general guideline.

1. **Research essay**: See the course Moodle for details and guidelines for the research essay. Students must submit their work electronically via the Turnitin on Moodle. You may also need to submit a hard copy if required by your lecture/tutor. *Late submission will attract penalties*. Academic integrity must be observed at all times, as plagiarism is checked automatically by Turnitin.

2. **Presentation**: Presentations are coordinated by your tutor and will take place in your tutorial groups between weeks 3 and 12. You will be required to present on and lead discussion of the assigned readings for that week. This will require each of you to present and discuss the core arguments from the week’s readings. The goals of your presentation are to (1) communicate your interpretation of the week’s main concepts and ideas and (2) generate lively intellectual discussion among your peers and further the group’s understanding of the readings. You should focus on how best to stimulate class discussions on key themes and ideas, rather than reading a pre-prepared speech in front of the class.

You may need to do additional research on the topic in order to gain a greater understanding of the issues. Additionally, you might bring your own examples of relevant
textual-audio-visual materials or develop activities that would engage other students in a lively discussion.

You should upload your presentation (ppt or pdf) on Moodle within a week after your presentation, using the following format: Week x_topic of the week_class 11-12 or 12-13.

3. Wiki group project: During the semester you will work in a group of 2-4 to build pages in the course wikispace, which is based on content in lectures and tutorials, AND which expands the parameter of such content through additional research. You will be marked based on the quality of your contribution and how your work fits in with the group project.

4. In-class responses: In order to encourage students to participate in class discussions, Students will be required to actively respond to lectures, student presentations, and required readings. All students will be asked to make formal responses in lectures. Details will be announced in week 1 lecture and on Moodle.

Note: The topics for research essay, wiki project and your presentation CANNOT be the same. But you are allowed to work on the same topic for two, not three, of the three assessment tasks. For example, if you have the same topic for your presentation and wiki project, you cannot use it again for your research essay.

Please Note: The Arts and Social Sciences Protocols and Guidelines state:

A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a grade of UF (Unsatisfactory Fail).

The Attendance Guidelines can be found in full at: https://www.arts.unsw.edu.au/current-students/academic-information/Protocols-Guidelines/

Grades

All results are reviewed at the end of each semester and may be adjusted to ensure equitable marking across the School.

The proportion of marks lying in each grading range is determined not by any formula or quota system, but by the way that students respond to assessment tasks and how well they meet the objectives of the course. Nevertheless, since higher grades imply performance that is well above average, the number of distinctions and high distinctions awarded in a typical course is relatively small. At the other extreme, on average 6.1% of students do not meet minimum standards and a little more (8.6%) in first year courses. For more information on the grading categories see: https://student.unsw.edu.au/grades

Submission of Assessment Tasks

Assignments must be submitted electronically through Moodle (http://moodle.telt.unsw.edu.au/). You must use your zID login to submit your assignments in Moodle.
There are two assessment tasks that are required to be submitted electronically. “Learning Activities” in Moodle labelled according to the appropriate assessment. Please electronically submit your assignment to the correct “Learning Activity”.

<table>
<thead>
<tr>
<th>Assessment task to be submitted in Moodle</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wiki group project</td>
<td>27 May 2016 (week 12)</td>
</tr>
<tr>
<td>Research essay</td>
<td>1 June 2016 (week 13)</td>
</tr>
</tbody>
</table>

** Please note the deadline to submit an assignment electronically is 4:00 pm on the due date of the assignment.

When you submit your assignment electronically, you agree that:

I have followed the Student Code of Conduct. I certify that I have read and understand the University requirements in respect of student academic misconduct outlined in the Student Code of Conduct and the Student Misconduct Procedure. I declare that this assessment item is my own work, except where acknowledged, and has not been submitted for academic credit previously in whole or in part.

I acknowledge that the assessor of this item may, for assessment purposes:

- provide a copy to another staff member of the University
- communicate a copy of this assessment item to a plagiarism checking service (such as Turnitin) which may retain a copy of the assessment item on its database for the purpose of future plagiarism checking.

Your assignment will be available with feedback orally (for presentation and in-class responses) and soft copy (essay and wiki projects) within three weeks of the due date.

You are required to put your name (as it appears in University records) and UNSW Student ID on every page of your assignments.

If you encounter a problem when attempting to submit your assignment through Moodle/Turnitin, please telephone External Support on 9385 3331 or email them on externalsupport@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 its system status on Twitter.

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

Late Submission of Assignments

The Arts and Social Sciences late submissions guidelines state the following:

- 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 3% of the total possible marks for the task for each day or part thereof the work is late.

• Work submitted 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 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 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.

The Late Submissions Guidelines can be found in full at: https://www.arts.unsw.edu.au/current-students/academic-information/Protocols-Guidelines/

The penalty may not apply where students are able to provide documentary evidence of illness or serious misadventure. Time pressure resulting from undertaking assignments for other courses does not constitute an acceptable excuse for lateness.

6. Extension of Time for Submission of Assessment Tasks

The Arts and Social Sciences Extension Guidelines apply to all assessed tasks regardless of whether or not a grade is awarded, except the following:

1. any form of test/examination/assessed activity undertaken during regular class contact hours
2. any task specifically identified by the Course Authority (the academic in charge of the course) in the Course Outline or Learning Management System (LMS), for example, Moodle, as not available for extension requests.

A student who missed an assessment activity held within class contact hours should apply for Special Consideration via myUNSW.

The Arts and Social Sciences Extension Guidelines state the following:

• A student seeking an extension should apply through the Faculty’s online extension tool available in LMS.
• A request for an extension should be submitted before the due time/date for the assessment task.
• The Course Authority should respond to the request within two working days of the request.
• The Course Authority can only approve an extension up to five days. A student requesting an extension greater than five days should complete an application for Special Consideration.
• The Course Authority advises their decision through the online extension tool.
• If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.
7. Attendance

The Arts and Social Sciences Attendance Guidelines state the following:

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

- If a student is unable to attend all classes for a course due to timetable clashes, the student must complete the Faculty of Arts & Social Sciences Permitted Timetable Clash form (see information at Item 8 below). A student unable to attend lectures in a course conducted by the School of Education can apply for “Permission to Participate in Lectures Online”.

- Where practical, a student’s attendance will be recorded. Individual course outlines/LMS will set out the conditions under which attendance will be measured.

- 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, should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

- Reserve members of the Australian Defence Force who require absences of more than two weeks due to full-time service may be provided an exemption. The student may also be permitted to discontinue enrolment without academic or financial penalty.

- If a Course Authority rejects a student’s request for absence from a class or activity the student must be advised in writing of the grounds for the rejection.

- 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.

- The Dean will only grant such a request after consultation with the Course Authority to ensure that measures can be organised that will allow the student to meet the course’s learning outcomes and volume of learning.

- **A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a final grade of UF (Unsatisfactory Fail).**

- A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure rather than be awarded a final grade of UF. The final decision as to whether a student can be withdrawn without fail is made by Student Administration and Records.

**Students who falsify their attendance or falsify attendance on behalf of another student will be dealt with under the Student Misconduct Policy.**
8. Class Clash

Students who are enrolled in an Arts and Social Sciences program (single or dual) and have an unavoidable timetable clash can apply for permissible timetable clash by completing an online application form. Students must meet the rules and conditions in order to apply for permissible clash. The rules and conditions can be accessed online in full at: https://www.arts.unsw.edu.au/media/FASSFile/Permissible_Clash_Rules.pdf

For students who are enrolled in a non-Arts and Social Sciences program, they must seek advice from their home faculty on permissible clash approval.

9. Academic Honesty and Plagiarism

Plagiarism is presenting someone else’s thoughts or work as your own. It can take many forms, from not having appropriate academic referencing to deliberate cheating.

In many cases plagiarism is the result of inexperience about academic conventions. The University has resources and information to assist you to avoid plagiarism.

The Learning Centre assists students with understanding academic integrity and how to not plagiarise. Information is available on their website: https://student.unsw.edu.au/plagiarism/. They also hold workshops and can help students one-on-one.

If plagiarism is found in your work when you are in first year, your lecturer will offer you assistance to improve your academic skills. They may ask you to look at some online resources, attend the Learning Centre, or sometimes resubmit your work with the problem fixed. However, more serious instances in first year, such as stealing another student’s work or paying someone to do your work, may be investigated under the Student Misconduct Procedures.

Repeated plagiarism (even in first year), plagiarism after first year, or serious instances, may also be investigated under the Student Misconduct Procedures. The penalties under the procedures can include a reduction in marks, failing a course or for the most serious matters (like plagiarism in an Honours thesis) or even suspension from the university. The Student Misconduct Procedures are available here: http://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf

10. Course Schedule

To view course timetable, please visit: http://www.timetable.unsw.edu.au/

The following topics are suggestions. The lecturer reserves the right to change certain topics based on students’ requirements.

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Introduction: Chinese media and communication</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>A general introduction to the course: its components and content; requirements and strategies;</td>
</tr>
<tr>
<td></td>
<td>A general introduction to Chinese media and communication;</td>
</tr>
<tr>
<td></td>
<td>Discussion focuses on laying the background for understanding what constitutes ‘Chinese’, ‘media’, and ‘culture’. Theories and frameworks will be discussed to gain a</td>
</tr>
</tbody>
</table>
broader understanding of the course content.

**BLOCK ONE (weeks 2-6): watch and discuss *IF YOU ARE THE ONE***

This block takes a ‘forensic’ analysis of the famous television dating show from Jiangsu TV ‘If You are the One’, which has been broadcast on SBS-2 with English subtitles since 2013. Intended topics that can be extracted from the show included:

- **Week 2:** Chinese media industry: media reforms and their aftermaths
- **Week 3:** Format and lifestyle television: glocalisation of Chinese TV
- **Week 4:** Reality TV or Show Business: privatisation and marketisation of love, sex, and marriage  
  (Flipped class: This lecture will be recorded and available on Moodle before the lecture; student must have read the required readings and viewed and listened to the recorded lecture before coming to the lecture theatre, fully prepared for the seminar discussion.)
- **Week 5:** Political economy of media and communication: Bring ‘class’ into discussion
- **Week 6:** Soft power and public diplomacy: Internationalisation of Chinese media industry

**BLOCK TWO (weeks 7-12): watch and discuss *UNDER THE DOME***

This block focuses on the discussion of an independent TED-talk style documentary by Chai Jiang (ex-CCTV reporter), ‘Under the Dome’ (2015), which takes a citizen look into China’s air pollution problem. The documentary was made popular on social media (mainly Weibo and Wechat) and banned quickly by the Chinese authority. It is still available on Youtube. Proposed topics related to Chinese digital communication (and related to the documentary) include:

- **Week 7:** Media control and censorship
- **Week 8:** Changing media and changing journalism
- **Week 9:** Citizen activism and social movement  
  (Flipped class: This lecture will be recorded and available on Moodle before the lecture; student must have read the required readings and viewed and listened to the recorded lecture before coming to the lecture theatre, fully prepared for the seminar discussion.)
- **Week 10:** Independent video making: activism or voyeurism
- **Week 11:** Digital and mobile communication: Weibo and Wechat
- **Week 12:** Social media marketing
11. Course Resources

<table>
<thead>
<tr>
<th>Textbook Details</th>
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<tbody>
<tr>
<td><strong>All course readings are uploaded onto Moodle. There is no course reader in print.</strong></td>
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<table>
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<tr>
<th>Journals</th>
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<tbody>
<tr>
<td>See the e-course reader</td>
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<table>
<thead>
<tr>
<th>Additional Readings</th>
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</thead>
<tbody>
<tr>
<td>As suggested in class</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Websites</th>
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</thead>
<tbody>
<tr>
<td>China media project: <a href="http://cmp.hku.hk/">http://cmp.hku.hk/</a></td>
</tr>
<tr>
<td>Danwei: <a href="http://www.danwei.com">www.danwei.com</a></td>
</tr>
<tr>
<td>China digital times: <a href="http://chinadigitaltimes.net/">http://chinadigitaltimes.net/</a></td>
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</tbody>
</table>

12. Course Evaluation and Development

Courses are periodically reviewed and students’ feedback is used to improve them. Feedback is gathered using various means including UNSW’s Course and Teaching Evaluation and Improvement (CATEI) process.

13. Student Support

The Learning Centre is available for individual consultation and workshops on academic skills. Find out more by visiting the Centre’s website at: [http://www.lc.unsw.edu.au](http://www.lc.unsw.edu.au)

14. Grievances

All students should be treated fairly in the course of their studies at UNSW. Students who feel they have not been dealt with fairly should, in the first instance, attempt to resolve any issues with their tutor or the course convenors.

If such an approach fails to resolve the matter, the School of Humanities and Languages has an academic member of staff who acts as a Grievance Officer for the School. This staff member is identified on the notice board in the School of Humanities and languages. Further information about UNSW grievance procedures is available at: [https://student.unsw.edu.au/complaints](https://student.unsw.edu.au/complaints)

15. Other Information

**myUNSW**

myUNSW is the online access point for UNSW services and information, integrating online services for applicants, commencing and current students and UNSW staff. To visit myUNSW please visit either of the below links:

- [https://my.unsw.edu.au](https://my.unsw.edu.au)
- [https://my.unsw.edu.au/student/atoz/ABC.html](https://my.unsw.edu.au/student/atoz/ABC.html)
OHS

UNSW’s Occupational Health and Safety Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For all matters relating to Occupational Health, Safety and environment, see https://www.ohs.unsw.edu.au/

Special Consideration

In cases where illness or other circumstances produce repeated or sustained absence, students should apply for Special Consideration as soon as possible.

The application must be made via Online Services in myUNSW. Log into myUNSW and go to My Student Profile tab > My Student Services channel > Online Services > Special Consideration.

Applications on the grounds of illness must be filled in by a medical practitioner. Further information is available at: https://student.unsw.edu.au/special-consideration

Student Equity and Disabilities Unit

Students who have a disability that requires some adjustment in their learning and teaching environment are encouraged to discuss their study needs with the course convener prior to or at the commencement of the course, or with the Student Equity Officers (Disability) in the Student Equity and Disabilities Unit (9385 4734). Information for students with disabilities is available at: http://www.studentequity.unsw.edu.au/

Issues that can be discussed may include access to materials, signers or note-takers, the provision of services and additional examination and assessment arrangements. Early notification is essential to enable any necessary adjustments to be made.