Unit Outline
PWRP2005 PWP210 Writing the Zeitgeist
OpenUnis SP 3, 2016

Unit study package code: PWRP2005
Mode of study: Area External
Credit Value: 25.0
Pre-requisite units: Nil
Co-requisite units: Nil
Anti-requisite units: Nil
Result type: Grade/Mark
Approved incidental fees: Information about approved incidental fees can be obtained from our website. Visit fees.curtin.edu.au/incidental_fees.cfm for details.

Unit coordinator:
Title: Dr
Name: Anne Ryden
Phone: 08 9266 7679
Email: A.ryden@curtin.edu.au
Location: Building: 208 - Room: 402

Teaching Staff:

Administrative contact:
Name: MCCA Teaching Support Team
Phone: +618 9266 7598
Email: HUM-MCCATeachingSupport@curtin.edu.au
Location: Building: 208 - Room: 428

Learning Management System: Blackboard (lms.curtin.edu.au)

Acknowledgement of Country
We respectfully acknowledge the Indigenous Elders, custodians, their descendants and kin of this land past and present.

Syllabus
This unit introduces you to the role and significance of writing in creating and reflecting the spirit of the times and examines relevant genres. You will explore, analyse and experiment with a range of written forms and topics including: writing for arts industries, creative non-fiction and personal essay, opinion and reviews, various modes of writing for the Internet, sports writing, advocacy, zine writing and report writing. The aim of the unit is to provide you with a critical understanding of the influence of writing in contemporary life, to provide practice in writing in a variety of forms, and to enhance awareness of changing genres, styles and issues.
Introduction

This unit considers the ways in which writers produce, represent and contribute to the Zeitgeist. The Zeitgeist is a German term meaning “spirit of the times”. You will examine several genres of writing relevant to the project of analysing and producing writing that interacts with the spirit of the times.

Unit Learning Outcomes

All graduates of Curtin University achieve a set of nine graduate attributes during their course of study. These tell an employer that, through your studies, you have acquired discipline knowledge and a range of other skills and attributes which employers say would be useful in a professional setting. Each unit in your course addresses the graduate attributes through a clearly identified set of learning outcomes. They form a vital part in the process referred to as assurance of learning. The learning outcomes tell you what you are expected to know, understand or be able to do in order to be successful in this unit. Each assessment for this unit is carefully designed to test your achievement of one or more of the unit learning outcomes. On successfully completing all of the assessments you will have achieved all of these learning outcomes.

Your course has been designed so that on graduating we can say you will have achieved all of Curtin’s Graduate Attributes through the assurance of learning process in each unit.

<table>
<thead>
<tr>
<th>On successful completion of this unit students can:</th>
<th>Graduate Attributes addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify and describe the characteristics of selected written genres, forms and styles that reflect the Zeitgeist</td>
<td>📘 📜</td>
</tr>
<tr>
<td>Experiment with a variety of writing techniques, genres and forms</td>
<td>🏛 📜</td>
</tr>
<tr>
<td>Critically analyse the influence of these genres, forms and styles in contemporary everyday life</td>
<td>🏛 📜 🏛 📜</td>
</tr>
<tr>
<td>Evaluate the role and significance of written genres and styles in creating and reflecting the spirit of the times</td>
<td>📜 📜 📜</td>
</tr>
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Curtin’s Graduate Attributes

<table>
<thead>
<tr>
<th>📜 Apply discipline knowledge</th>
<th>🏛 Thinking skills (use analytical skills to solve problems)</th>
<th>🏛 Information skills (confidence to investigate new ideas)</th>
</tr>
</thead>
<tbody>
<tr>
<td>🏛 Communication skills</td>
<td>🏛 Technology skills</td>
<td>🏛 Learning how to learn (apply principles learnt to new situations) (confidence to tackle unfamiliar problems)</td>
</tr>
<tr>
<td>🏛 International perspective (value the perspectives of others)</td>
<td>🏛 Cultural understanding (value the perspectives of others)</td>
<td>🏛 Professional Skills (work independently and as a team) (plan own work)</td>
</tr>
</tbody>
</table>

Find out more about Curtin’s Graduate attributes at the Office of Teaching & Learning website: ctl.curtin.edu.au

Learning Activities

This unit includes:

- a weekly 40–50 minute lecture available through EchoCentre on the unit’s Blackboard site.
- a weekly Discussion Board forum where readings and lecture material will be discussed, and you will be invited to contribute your ideas. We know that engagement in the discussions has a significant effect on a student’s marks, and we strongly encourage you to participate. We will sometimes include a writing workshop thread where students can share their work and comment.
- each week, you will be asked to undertake approximately 2 recommended readings (we would love you to do more!) for discussion on the board, to assist you in preparing assignments, and to help you achieve the learning outcomes for this unit. You will also need to undertake or complete your writing exercise.

Assignment details can be discussed in dedicated forums or in weekly discussion groups. Please be aware that your tutor will not be looking backwards to previous weeks, so you must choose an appropriate forum for discussion.
Learning Resources
Library Reserve
There are resources for this unit in the library Reserve collection. To access these resources, please click on the following link:

Other resources
If you find the library link doesn’t work, just search the e-Reserve using the unit name, or search for individual articles by author/title.

Assessment
Assessment schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>Value %</th>
<th>Date Due</th>
<th>Unit Learning Outcome(s) Assessed</th>
</tr>
</thead>
</table>
| Essay               | 30 percent | Week: 5  
Day: Friday  
Time: 23.59WST | 1,2                                  |
| Review blog         | 30 percent | Week: 10  
Day: Friday  
Time: 23.59WST | 1,3,4                                 |
| Genre Investigation | 40 percent | Week: 13  
Day: Friday  
Time: 23.59WST | 1,3                                  |

Detailed information on assessment tasks

1. Personal essay (1200 words)
   Research and write a personal essay in which you discuss a Zeitgeist issue or movement of your own choice.
   For this assessment you need to:
   - check your topic with your tutor for suitability
   - consider the socio-cultural forces that produce the issue or movement
   - recognise the values and beliefs that inform and position the issue or movement
   - identify sources of writing that maintain, propel or critique the issue or movement
   - include a list of any sources of information which you have studied on the topic or which you quote within the essay.

You may raise any questions about Assessment 1 with your tutor on the Discussion Board.

Please use attribution in-text and supply an end-text list of sources in APA referencing style.

Assessments must be submitted via the relevant Turnitin Basic submission points in Blackboard. Note that each assessment will have separate Draft and Final submission points set up in Blackboard.

- The Draft submission point will allow multiple submission/s, for which you will receive formative feedback from Turnitin in the form of an Originality report. This submission will NOT be marked.
- The Final submission point will allow only one submission which will be marked and late submissions are allowed as per the late assessment policy.

Please note that while Turnitin can check your work for similarities to other submitted work and texts on the database, a clean Turnitin report is no guarantee that you have referenced your work properly. Only you can make sure of that.

Note: all students must complete a declaration, PRIOR to submitting their first assessment for each enrolled unit, which confirms that they are submitting their own, original work. This declaration must be made via the test provided in Blackboard.
2. **Review blog** (2000-2400 words – 4 entries of 500–600 words per entry)

Your blog should focus on a Zeitgeist issue or movement.

Keep a journal where you reflect on ideas for your blog and collect useful material. Use this journal to inform your blog writing.

You need to choose one of the following genres/passions and make all your blog entries consistent with the chosen form and content:

- personal blog
- advocacy
- socio-political commentary
- sport
- reviews (music, film, tv, etc.)

The Blackboard “Blog” facility will be available to you. You must not use a blog that you have already constructed.

There will be ongoing discussion and examination of blogs throughout the semester in lectures and tutorials. Please use attribution and hyperlinks in-text and supply an end-text list of sources in APA referencing style.

Submission: this is a digital exercise so there will be no Turnitin dropbox. Instead, your tutor will access your work through the Blackboard blog site.

3. **Genre investigation** (1600–2000 words)

For this assessment, you are required to:

1. Choose a genre from the list below and write a piece on a topic related to the Zeitgeist in the appropriate form and style. NB: You should not choose the same form or focus that you used in your Blog.
2. Identify and specify an intended publication that you consider suitable for your piece.
3. Include a list of sources of information from which you quote, or which you have studied in researching the topic. Use APA style for this list.

We will be discussing appropriate referencing and attribution styles for different genres in tutorials throughout the Study Period.

Choose from the following genres:

- creative non-fiction
- arts writing and reviews (film, television, music, visual or performance art)
- sports writing
- advocacy (may include speech writing)
- report writing
- zine writing/making

If you choose to create and write a small zine, then you must indicate who you consider the target audience to be. If you choose to write a short report then you must nominate the organisation for which it would be produced.

Referencing and attribution need to be consistent with the genre and APA style.

Assessments must be submitted via the relevant Turnitin Basic submission points in Blackboard. Note that each assessment will have separate **DRAFT** and **FINAL** submission points set up in Blackboard.

- The **DRAFT** submission point will allow MULTIPLE submission/s, for which you will receive formative feedback from Turnitin in the form of an Originality report. This submission will NOT be marked.
- The **Final** submission point will allow only ONE submission which will be marked and late submissions are allowed as per the late assessment policy.
Pass requirements

There are two requirements to achieve a ‘pass’ grade in the unit.

1. An overall mark of 50% across the different assessments in the unit, and
2. All assessments must be attempted and submitted.

Failure to attempt and submit an assessment will result in a ‘Fail-incomplete’ grade for the unit irrespective of the mark achieved.

Fair assessment through moderation

Moderation describes a quality assurance process to ensure that assessments are appropriate to the learning outcomes, and that student work is evaluated consistently by assessors. Minimum standards for the moderation of assessment are described in the Assessment and Student Progression Manual, available from policies.curtin.edu.au/policies/teachingandlearning.cfm

Late assessment policy

This ensures that the requirements for submission of assignments and other work to be assessed are fair, transparent, equitable, and that penalties are consistently applied.

1. All assessments students are required to submit will have a due date and time specified on this Unit Outline.
2. Students will be penalised by a deduction of ten percent per calendar day for a late assessment submission (eg a mark equivalent to 10% of the total allocated for the assessment will be deducted from the marked value for every day that the assessment is late). This means that an assessment worth 20 marks will have two marks deducted per calendar day late. Hence if it was handed in three calendar days late and given a mark of 16/20, the student would receive 10/20. An assessment more than seven calendar days overdue will not be marked and will receive a mark of 0.

Assessment extension

A student unable to complete an assessment task by/on the original published date/time (eg examinations, tests) or due date/time (eg assignments) must apply for an assessment extension using the Assessment Extension form (available from the Forms page at students.curtin.edu.au/administration/) as prescribed by the Academic Registrar. It is the responsibility of the student to demonstrate and provide evidence for exceptional circumstances beyond the student’s control that prevent them from completing/submitting the assessment task.

The student will be expected to lodge the form and supporting documentation with the unit coordinator before the assessment date/time or due date/time. An application may be accepted up to five working days after the date or due date of the assessment task where the student is able to provide an acceptable explanation as to why he or she was not able to submit the application prior to the assessment date. An application for an assessment extension will not be accepted after the date of the Board of Examiners’ meeting.

Deferred assessments

If your results show that you have been granted a deferred assessment you should immediately check OASIS for details.

Supplementary assessments

Supplementary assessments are not available in this unit.

Reasonable adjustments for students with disabilities/health circumstances likely to impact on studies

A Curtin Access Plan (CAP) is a document that outlines the type and level of support required by a student with a disability or health condition to have equitable access to their studies at Curtin. This support can include alternative exam or test arrangements, study materials in accessible formats, access to Curtin’s facilities and services or other
support as discussed with an advisor from Disability Services (disability.curtin.edu.au). Documentation is required from your treating Health Professional to confirm your health circumstances.

If you think you may be eligible for a CAP, please contact Disability Services. If you already have a CAP please provide it to the Unit Coordinator at the beginning of each semester.

**Referencing style**

The referencing style for this unit is APA 6th Ed.

More information can be found on this style from the Library web site: http://libguides.library.curtin.edu.au/referencing.

**Copyright**

© Curtin University. The course material for this unit is provided to you for your own research and study only. It is subject to copyright. It is a copyright infringement to make this material available on third party websites.

**Academic Integrity (including plagiarism and cheating)**

Any conduct by a student that is dishonest or unfair in connection with any academic work is considered to be academic misconduct. Plagiarism and cheating are serious offences that will be investigated and may result in penalties such as reduced or zero grades, annulled units or even termination from the course.

Plagiarism occurs when work or property of another person is presented as one’s own, without appropriate acknowledgement or referencing. Submitting work which has been produced by someone else (e.g. allowing or contracting another person to do the work for which you claim authorship) is also plagiarism. Submitted work is subjected to a plagiarism detection process, which may include the use of text matching systems or interviews with students to determine authorship.

Cheating includes (but is not limited to) asking or paying someone to complete an assessment task for you or any use of unauthorised materials or assistance during an examination or test.

From Semester 1, 2016, all incoming coursework students are required to complete Curtin’s Academic Integrity Program (AIP). If a student does not pass the program by the end of their first study period of enrolment at Curtin, their marks will be withheld until they pass. More information about the AIP can be found at: https://academicintegrity.curtin.edu.au/students/AIP.cfm

Refer to the Academic Integrity tab in Blackboard or academicintegrity.curtin.edu.au for more information, including student guidelines for avoiding plagiarism.
Information and Communications Technology (ICT) Expectations

Curtin students are expected to have reliable internet access in order to connect to OASIS email and learning systems such as Blackboard and Library Services. You may also require a computer or mobile device for preparing and submitting your work. As this unit is offered through Open Universities, certain enquiries must be directed to particular areas. Please see the information below to accurately direct your inquiry, should you have one.

Enquiries to be directed to OUA Student Support or Open Curtin

OUA Contact: 1300 363 652
OUA Online Contact: https://www.open.edu.au/ - "Enquire online" in upper right-hand corner of page
OpenCurtin/FLT Contact: +61 8 9266 2102
Open Curtin/FLT Email: OpenCurtin@curtin.edu.au

1. Enrolling into units
2. Leave of Absence
3. Withdrawal from units
4. Administrative processing of enrolment amendments
5. Administrative processing of CRL to study plan
6. Administrative processing of approved CRL precedent to study plan
7. Course admission requirements
8. Applying for a CSP place

Enquiries to be directed to Curtin School Administrative Support

Curtin School Email: HUM-MCCAOUAEnquiries@curtin.edu.au

1. General CRL Enquiries
2. Some procedural advice (e.g., Assessment Extensions)
3. Pre-requisite waiver requests
4. Formal appeal against assessment

Enquiries to be directed to your Unit Coordinator or Tutor

1. Coursework Assessment issues

Enrolment

It is your responsibility to ensure that your enrolment is correct - you can check your enrolment through the eStudent option on OASIS, where you can also print an Enrolment Advice.

Official Communication Channel and Student Oasis

Students are responsible for checking the Official Communication Channel (OCC) via Student Oasis regularly (at least once per week). Important communications such as assessment extensions will always be sent via the OCC.

For general ICT assistance, in the first instance please contact OASIS Student Support: oasisapps.curtin.edu.au/help/general/support.cfm

For specific assistance with any of the items listed below, please contact The Learning Centre: life.curtin.edu.au/learning-support/learning_centre.htm

- Using Blackboard, the I Drive and Back-Up files
- Introduction to PowerPoint, Word and Excel
Additional information

Enrolment

It is your responsibility to ensure that your enrolment is correct - you can check your enrolment through the eStudent option on OASIS, where you can also print an Enrolment Advice.

Student Rights and Responsibilities

It is the responsibility of every student to be aware of all relevant legislation, policies and procedures relating to their rights and responsibilities as a student. These include:

- the Student Charter
- the University’s Guiding Ethical Principles
- the University’s policy and statements on plagiarism and academic integrity
- copyright principles and responsibilities
- the University’s policies on appropriate use of software and computer facilities

Information on all these things is available through the University’s "Student Rights and Responsibilities" website at: students.curtin.edu.au/rights.

Student Equity

There are a number of factors that might disadvantage some students from participating in their studies or assessments to the best of their ability, under standard conditions. These factors may include a disability or medical condition (e.g. mental illness, chronic illness, physical or sensory disability, learning disability), significant family responsibilities, pregnancy, religious practices, living in a remote location or another reason. If you believe you may be unfairly disadvantaged on these or other grounds please contact Student Equity at eesj@curtin.edu.au or go to http://eesj.curtin.edu.au/student_equity/index.cfm for more information.

You can also contact Counselling and Disability services: http://www.disability.curtin.edu.au or the Multi-faith services: http://life.curtin.edu.au/health-and-wellbeing/about_multifaith_services.htm for further information.

It is important to note that the staff of the university may not be able to meet your needs if they are not informed of your individual circumstances so please get in touch with the appropriate service if you require assistance. For general wellbeing concerns or advice please contact Curtin’s Student Wellbeing Advisory Service at: http://life.curtin.edu.au/health-and-wellbeing/student_wellbeing_service.htm

Recent unit changes

Students are encouraged to provide unit feedback through eVALUate, Curtin’s online student feedback system. For more information about eVALUate, please refer to evaluate.curtin.edu.au/info/.

To view previous student feedback about this unit, search for the Unit Summary Report at https://evaluate.curtin.edu.au/student/unit_search.cfm. See https://evaluate.curtin.edu.au/info/dates.cfm to find out when you can eVALUate this unit.

Recent changes to this unit include:

The unit has been changed to incorporate blog writing as an assessable component.

Readings have been updated to maintain relevance.
<table>
<thead>
<tr>
<th>Week</th>
<th>Begin Date</th>
<th>Lecture topic</th>
<th>Assessment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>29 Aug</td>
<td>Exploring the Zeitgeist</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>5 Sept</td>
<td>Personal essay: narcissism, now and the personal essay</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>12 Sept</td>
<td>Creative non-fiction: appreciating the Zeitgeist</td>
<td></td>
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<tr>
<td>4.</td>
<td>19 Sept</td>
<td>Blogs: a Zeitgeist genre?</td>
<td></td>
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<tr>
<td>5.</td>
<td>26 Sept</td>
<td>Reports: reporting the times</td>
<td>Personal essay</td>
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<td></td>
<td></td>
<td></td>
<td>Friday 30 September 23.59WST</td>
</tr>
<tr>
<td>6.</td>
<td>3 Oct</td>
<td>Writing about music</td>
<td></td>
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<tr>
<td>7.</td>
<td>10 Oct</td>
<td>Revision and consolidation</td>
<td></td>
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<tr>
<td>8.</td>
<td>17 Oct</td>
<td>Writing about film and TV</td>
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<td>9.</td>
<td>24 Oct</td>
<td>Writing about sport</td>
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<tr>
<td>10.</td>
<td>31 Oct</td>
<td>Writing for a cause</td>
<td>Review blog</td>
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<td></td>
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<td></td>
<td>Friday 4 November 23.59WST</td>
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<tr>
<td>11.</td>
<td>7 Nov</td>
<td>Zines, zine-making and analogue time</td>
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<tr>
<td>12.</td>
<td>14 Nov</td>
<td>Spin: sins of the times</td>
<td></td>
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<tr>
<td>13.</td>
<td>21 Nov</td>
<td>Another time another Zeitgeist</td>
<td>Genre investigation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Friday 25 November 23.59WST</td>
</tr>
</tbody>
</table>