

Faculty of Law, Humanities and the Arts

School of the Arts English and Media Subject Outline

DIGC330

Digital Asia

8 Credit Points

Spring Session 2014 (Wollongong) (On Campus)

Pre-requisites: 16cp at 200 level

Co-requisites: Nil

Teaching Staff

| Position | Name | Room | Telephone | Email | Consultation Times |
|----------|----------------------|--------|-----------|---------------------|---|
| | Christopher Moore | 25.104 | 4221 4027 | chricm(d)HOW AdH 2H | Consultation times to be booked via email. |
| ' | Sukhmani Khorana | ТВА | 4221 3810 | skhorana@uow.edu.au | Monday 1:00 – 3:00 Wednesday 11:00 – 1:00 |

Discipline Leader

| Discipline | Name | Room | Telephone | Email | Consultation Times |
|------------|---------------|---------|-----------|------------------------------|--------------------|
| Creative | Professor Sue | 19.2098 | 4221 2392 | sturnbul@uow.edu.au | Tues 2:00 – 4:00 |
| Industries | Turnbull | 19.2096 | 4221 2392 | <u>Starribut(@uow.edu.au</u> | Wed 2:00 – 4:00 |

Faculty Contact Details

Law: Humanities & Social Inquiry: The Arts, English & Media:

Location: 67, Level 2 Location: 19.1050 Location: 25.113
Ph: 4221 3456 Ph: 4221 5328 Ph: 4221 3996

<u>lha-enquiries@uow.edu.au</u> <u>lha-enquiries@uow.edu.au</u> <u>lha-enquiries@uow.edu.au</u>

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Subject Information

Subject Description

This subject introduces students to the evolution of Asian digital media and communication, as well as the significance of transnational and diasporic digital Asia in the Australian context. Case studies may include the development of mobile telephony, social media, digital gaming, online shopping and networked activism in East, South and Southeast Asia, and diasporic media and fan consumption in Australia. Students will learn to locate digital Asia within historical and cultural contexts as well as current theoretical, industry and policy debates.

Subject Objectives/Learning Outcomes

On successful completion of the subject, students will be able to:

- Demonstrate an understanding of issues concerning the production, consumption and circulation of Asian digital media.
- Demonstrate an ability to communicate using digital technologies.
- Demonstrate an ability to respond to a brief and write a project proposal.
- Demonstrate an ability to independently research an aspect of Asian digital media and produce work (written or creative) about it.

Graduate Qualities

Successfully completing the learning and assessment tasks in this subject will assist students in developing the following Graduate Qualities:

Informed

Demonstrate skills and knowledge of the practice, languages, forms, materials, technologies and techniques in their discipline. Understand the roles creative professionals play within society and how history has informed contemporary practice.

Independent learners

Develop and evaluate ideas, concepts, sources and processes by thinking creatively, critically and reflectively. Be able to identify, acknowledge and engage the work, ideas and influences of others.

Problem solvers

Adapt and respond flexibly to different conditions as a creative professional and apply relevant skills and knowledge from a variety of disciplines to realise creative works and products.

Effective communicators

Interpret, communicate, and present ideas, problems, arguments and stories in mediums that engage audiences and communities. Be able to work collaboratively in a range of different settings, recognising how culture can shape communication.

Responsible

Be able to reflect on their practice and its implications for diverse local, national and international communities. Act with integrity, making ethically-informed professional choices.

For further information on The Schools of the Arts English and Media and UOW Graduate qualities please refer to: http://lha.uow.edu.au/future-students/graduate-qualities/index.html

Attendance

Students are expected to attend all classes. Your active and constructive presence in class makes an important contribution to your education as well as that of your peers. Failure to meet attendance requirements as set out below may significantly diminish your mark, and possibly lead to failure.

Students who do not attend at least 80% of all classes (fewer than 10 of 12 classes) including lectures, tutorials, practicals, workshops, computer labs, studios and seminars, risk possible failure in the subject. Roll books will be maintained. Arrival 10 minutes late at class may be deemed an absence. Similarly, students who leave a class early without a satisfactory explanation will be regarded as having been absent from that class and roll books marked accordingly.

Early departure in order to attend another class or an employment commitment does not constitute a satisfactory explanation. Absences incurred by a timetable clash with another subject or by employment commitments do not represent legitimate reasons for absence.

Students should note that the teaching session includes the study recess (week 14) and examination period (weeks 15 and 16) and they must therefore be available if required for final assessments scheduled by the Faculty or the University.

Should your attendance fall below 60% (fewer than 8 classes of 12) owing to unforeseen circumstances or a serious medical condition, you should apply for a withdrawal without academic penalty on compassionate grounds. A passing grade cannot be awarded in these circumstances.

It is the student's responsibility to advise the subject coordinator or tutor of the reasons for any absence from a class. It is not the responsibility of the teacher to provide remedial instruction to those who have not attended classes.

The maximum mark for a student who fails to satisfy the above requirements is 49% (Technical Fail).

Timetable

For current timetable information please refer to the online Subject Timetable on the Current Students webpage: http://www.uow.edu.au/student/timetables/index.html

Weekly Outline: Lecture and Tutorial schedule

| Week / Date | Lecture Topic/Description | Tutorial | Task Due |
|-------------------------------------|--|--|--|
| Week 1 Commencing 28/07/2014 | Introduction: Auto-ethnography as research and investigating the production, consumption and circulation of Asian digital media. Reading: Ellis, C., Adams, T.E., and Bochner, A.P. (2011) "Autoethnography: An Overview", Forum: Qualitative Social Research, 12:1. < http://www.qualitative-research.net/index.php/fgs/article/view/1589/3095 > | No tutorial week 1 | |
| Week 2 Commencing 04/08/2014 | Seminar - Case Study 1: Anime, Manga and Monster cultures of Japan | Developing individual research projects | Blog post (due before the tutorial of the following week) |
| Week 3 Commencing 11/08/2014 | Research Workshop - ethnography and auto-ethnography - expanding the individual research projects | Tutorial group research | Blog post |
| Week 4 Commencing 18/08/2014 | Seminar - Case Study 2: Digital Storytelling, Development and Modernity | Preparing blog posts for first assessment | Blog post |
| Week 5 Commencing 25/08/2014 | Research Workshop - Digital artefacts and presenting your research | Tutorial group research | Blog post + Assessment 1. Blogs Part 1 due Friday 5pm |
| Week 6 Commencing 01/09/2014 | Seminar - Case Study 3. Producing/Consuming Korean game cultures | Individual research progress | Blog post |
| Week 7 Commencing 08/09/2014 | POSTGRADUATE WEEK – NO CLASSES | | |
| Week 8 Commencing 15/09/2014 | Independent Research – no lecture | Tutorial group research projects | Blog post |
| Week 9 Commencing 22/09/2014 | Seminar - Case Study 4. Blogging and the Public Sphere | Final preparation before group presentations | Blog post |
| Week Commencing 29/09/2014 | MID-SESSION RECESS - NO CLASSES | | |
| Week 10 Commencing 06/10/2014 | Independent Research – no lecture | Group Project Presentations | Blog post |
| Week 11 Commencing 13/10/2014 | Independent Research – no lecture | Group Project Presentations | Group Research Project Presentations + Assessment 1. Blogs Part 2 due Friday 5pm |

| Week 12 Commencing 20/10/2014 | Independent Research – no lecture | Presentations | Group Research Project Presentations |
|-------------------------------------|-----------------------------------|---------------|--|
| Week 13 Commencing 27/10/2014 | Conclusion | Workshopping | Assessment 3. Major Essay due Friday 5pm |
| Week 14 Commencing 03/11/2014 | Study Recess | | |
| Week 15 Commencing 10/11/2014 | Examination Week 1 | | |
| Week 16 Commencing 17/11/2014 | Examination Week 2 | | |

^{*} Monday 6 October 2014 is a public holiday.

Recent Changes and Subject Improvements

| 2014 | Subject Design | Christopher Moore |
|------|----------------|-------------------|
| | | |

Assessment Information

Assessment

The Faculty of Law, Humanities and the Arts reserves the right to scale marks in accordance with the University's Assessment Guidelines - Scaling. Marks are not final until declared by the Faculty Assessment Committee.

Referencing

Referencing is an essential component of academic writing or presentation since it enables the reader to follow up the source of ideas and information presented in your work, and to examine the interpretation you place on the material discovered in your research. Reliable referencing clearly indicates where you have drawn your own conclusions from the evidence presented. Importantly, much of the material you will use is covered by copyright which means that you must acknowledge any source of information, including books, journals, newsprint, images and the internet.

It is obligatory for students to reference all sources used in their written work including electronic material. Students should consult the University library website for a detailed explanation and examples of how to reference electronic material correctly: http://www.library.uow.edu.au/resourcesbytopic/UOW026621.html

Different programs use different referencing styles to reflect the needs of their discipline. It is the student's responsibility to check which referencing style is used.

Clear examples of how to reference correctly, across a wide variety of source materials, can be found on the UOW Library website:

 Library Resources - Referencing and Citing http://www.library.uow.edu.au/resourcesbytopic/UOW026621.html

Academic Integrity and Plagiarism Policy

The University's Academic Integrity and Plagiarism Policy, Faculty Handbooks and subject guides clearly set out the University's expectation that students submit only their own original work for assessment and avoid plagiarising the work of others or cheating. Re-using any of your own work (either in part or in full) which you have submitted previously for assessment is not permitted without appropriate acknowledgement. Plagiarism can be detected and has led to students being expelled from the University.

The use by students of any website that provides access to essays or other assessment items (sometimes marketed as 'resources'), is extremely unwise. Students who provide an assessment item (or provide access to an assessment item) to others, either directly or indirectly (for example by uploading an assessment item to a website) are considered by the university to be intentionally or recklessly helping other students to cheat. This is considered academic misconduct and students place themselves at risk of being expelled from the University

Students should refer to:

- Student Conduct Rules http://www.uow.edu.au/about/policy/UOW058723.html
- Academic Integrity and Plagiarism Policy http://www.uow.edu.au/about/policy/UOW058648.html

Submission, Receipt & Collection of Assessment Tasks

Assessments are to be submitted on the due dates and via the submission method specified in each assessment task listed in this Subject Outline. Penalties apply for late submission.

To submit an assessment and for all student enquiries please go to LHA Central 19 - located in building 19, room 1050.

Submission of Assessment Tasks

Unless otherwise indicated in this Subject Outline, written assessments must be submitted through LHA Central in building 19, room 1050, by 4pm on the due date.

All assessments submitted must have attached an individualised cover sheet with a bar code. Instructions on how to create and submit the cover sheet can be found at the Faculty's webpage: http://lha.uow.edu.au/current-students/UOW154553.html

If an extension is not granted, any assessment lodged after 4pm on the due date will be considered late and will incur late penalties (see 'late submission' section below).

Receipt of Assessment Tasks

At LHA Central 19, assessments submitted with an individualised cover sheet and barcode will automatically receive an electronic receipt as evidence of submission; this receipt will be issued to your University email account.

Please note that you will need to print the cover sheet on a laser printer (use the library or computer lab printers if necessary) because ink jet printers may not print to the quality needed to make the barcode readable by the scanners.

It is the responsibility of the student to keep a copy of all work submitted for assessment to the Faculty.

In the case where a student submits an assessment that does not incorporate an automated electronic receipt as evidence of submission, the student may request a paper receipt as proof.

Assessment task submission via post, fax or e-mail

Assessments submitted via post, fax or e-mail will only be accepted with the written prior approval from the subject's coordinator.

Students that are given prior approval to submit an assessment via fax must have the relevant coversheet attached and clearly address the fax to the Subject Coordinator via fax number 02 4221 5341.

Students that are given prior approval to submit an assessment via email must have the relevant coversheet attached with the assessment and email the Subject Coordinator directly and copy the LHA Central email lha-enquiries@uow.edu.au.

Students that are given prior approval to submit an assessment, with the relevant coversheet attached, via Australia Post must use registered mail – this will ensure that there is an official receipt of mailing the assessment on the due date. Students must retain the evidence of posting the assessment.

The envelope should be addressed to:

The subject coordinator or tutor's name, Faculty of Law, Humanities and the Arts University of Wollongong, Northfields Avenue, NSW 2522. Collection of Assessment

The University's Code of Practice Teaching and Assessment requires that at least one assessment be assessed and returned before Week 9 of session.

Assessments submitted during session will be returned to you by your lecturer or tutor. LHA Central does not hold any assessments during session.

Assessments submitted at the end of session will be held at LHA Central 19 up until the end of Week 3 of the following session. After this time, assessments will be returned to the respective Subject Coordinator.

SCSH Only

Unless your tutor or lecturer asks you to do otherwise, submit all assessments following the procedures set out on your campus.

All assessments must have a cover sheet attached. Ensure that all sections are filled in including your tutor's name, the assessment question and sign the plagiarism declaration. You can download a coversheet from the Faculty's webpage at: http://lha.uow.edu.au/current-students/UOW154553.html

Students must keep a copy of all work submitted for assessment to the Faculty.

Assessments submitted via post, fax or e-mail will only be accepted with the written prior approval from the subject's coordinator.

The University's Code of Practice Teaching and Assessment requires that at least one assessment be assessed and returned before Week 9 of session.

Assessments submitted during session will be returned to you by your lecturer or tutor.

Late Submission of Assessments

In the absence of an approved request for Academic Consideration (see the General Advice Guide for information about, and links to, the Academic Consideration Policy) in the form of an extension, assessment tasks must be submitted by 4pm (unless otherwise specified in the Assessment Task information) on the due date. Assessments submitted within three (3) working days of the due date will be marked no higher than a Pass Grade (50 - 64%). Work submitted beyond three (3) days of the due date will be accepted as a component of the subject, but no mark will be awarded.

An assessment task that is submitted after 4pm on any day will be deemed to have been submitted on the next working day. Penalties accrue on each day that the assessment task is late, including Saturdays, Sundays and public holidays.

For assessments that are required to be submitted in hard copy via LHA Central in building 19, submission must be made by 4pm on weekdays to be recorded as submitted on that day.

Only with the written prior approval from the subject's coordinator, students may submit their assessment on a Saturday, Sunday or public holiday in electronic format via email to lha-enquiries@uow.edu.au. This is on the condition that they submit the hard copy of this assessment task by 4pm on the next working day with a completed statutory declaration (in the form available at

http://www.uow.edu.au/content/groups/public/@web/@gov/documents/doc/uow060608.pdf)

to the effect that they confirm that the electronic and hard copies of the assessment are identical in all material respects. Where this is done, the submission date will be deemed to be that of the electronic submission for purposes of calculation of the late penalty.

In the absence of an extension having been granted pursuant to the Academic Consideration Policy, work submitted beyond seven (7) days of the due date will be accepted only if submission of that assessment is necessary to pass the subject but a mark of 'zero' will be recorded.

Electronic Submission of Assessments

Where assessments must be submitted electronically (i.e. through an eLearning site or via email) the procedures for doing so will be in accordance with the Code of Practice — Teaching and Assessment, and specified in each assessment task listed in this Subject Outline. It is imperative that students retain receipts of materials submitted electronically. As a general rule, assessments will not be accepted or marked if submitted by fax except in special cases where the Subject Coordinator has given prior approval.

Retention of Assessments

Assessment work (with the exception of theses) will be retained at least until the end of the academic appeal period. The appeal period is 21 days after distribution of marks or release of final grades. For further information please refer to Academic Grievance Policy - Coursework & Honours Students on the UOW website.

 Academic Grievance Policy - Coursework and Honours Students http://www.uow.edu.au/about/policy/UOW058653.html

Theses submitted or completed by students for the purposes of assessment or evaluation will be retained for a minimum of 3 years after date of submission. For further information please refer to Academic Grievance Policy (Higher Degree Research Students) on the UOW website.

 Academic Grievance Policy (Higher Degree Research Students) http://www.uow.edu.au/about/policy/UOW058652.html

Subject Assessment Tasks

Assessment 1: Blog Posts

| Marking: | Marked out of 100 - 30 % |
|-----------------------------|--|
| Description: | 3000 Words |
| | Students will be engaging in auto-ethnographic research of a Digital Asian culture, contributing a 375-word critical, reflective and fully referenced blog post of their investigation. |
| | Students will nominate their research focus in their first post in and will contribute the single blog post to the DIGC330 Digital Asia collective Wordpress blog each week for ten weeks. |
| | All posts are due before the tutorial of the following week. |
| | Students are required to read and comment on two blog posts each week and will submit a record of 2x5 (10) comments in Weeks 5 and Week 11. |
| Due Date: | Part 1. 3x 375 word Blog posts due Friday Week 5. 15% Part 2. 5x 375 word Blog posts due Friday Week 11. 15 % |
| Graduate Quality developed: | Informed/ Independent learners/ Problem solvers/ Effective communicators/ Responsible |
| Format: | Online Blog posts and weekly comments submitted as a single word document in .doc, .docx, or .rtf document submitted to Moodle. |
| | 1] How well your assignment conforms to these instructions and the timeliness of your posts; |
| Assessment Criteria: | 2] The quality of your engagement with the subject materials reflected through the independent research project; |
| | 3] Your work's coherence of expression and professional presentation;4] The regularity and quality of your comments on other's posts. |
| | 5] Conforms to the UoW library Author-Date (Harvard) Referencing Guide. |
| | All weekly blog posts are to be submitted to the DIGC330 Digital Asia Wordpress site. |
| Submission Method: | Posts are to be submitted as single documents via the Moodle assignment dropbox in MSWord (.doc) or Rich Text Format (.rtf). |
| 2.555.5 | Do not submit PDFs as your marker will be unable to comment on your work within the document. |

Assessment 2: Group Project

| Marking: | Marked out of 100 - 30 % |
|-----------------------------|--|
| | 1000 words (equivalent) |
| Description: | During the subject tutorials from Week 2, students will form small groups to investigate and research specific domains of production of Asian digital media culture and its consumption and circulation in Australia. |
| | Students will present their research findings in an online digital artefact (using Prezi, Google Docs, Flickr, or relevant alternative) to be presented in class in Weeks 10, 11, and 12. |
| | Presentations should take 10 minutes and students will also be expected to lead the tutorial discussion and should be fully researched and appropriately referenced in the submitted supporting documentation. |
| | The group's digital artefact must be fully researched and referenced and uploaded to the DIGC330 Digital Asia Wordpress site prior to the in-class presentation. |
| Due Date: | In-class presentation and online digital artefact to be presented in class in Weeks 10, 11, and 12. |
| Graduate Quality developed: | Informed/ Problem solvers/ Effective communicators/ Responsible |
| Format: | Group Presentation in-class and Digital Artefact published |
| Assessment Criteria: | 1] The quality of the presentation: i.e. the range of materials employed; 2] The quality of the research: i.e. mix of supporting academic and industry sources, primary investigation and case studies; 3] The degree of the work's coherence of expression. 4] Conforms to the UoW library Author-Date (Harvard) Referencing Guide. |
| Submission Method: | Class Presentation and Digital Artefact submitted to subject Wordpress site. |

Assessment 3: Major Essay

| Marking: | Marked out of 100 -40 % |
|-----------------------------|--|
| | Major essay (2000 words) (40%) OR Digital work and reflective analysis (2000 words equivalent) (40%) |
| | During the course of the subject students will conduct an auto-ethnographic study investigating the production and consumption of an Asian digital culture. |
| Description: | This research forms the basis for a major essay of 2000 words critically examining the experience of the auto-ethnographic method and the results of the investigation. Students can draw on their weekly blog posts and further research. The essay reports on the findings of the independent research and should conform to Harvard style referencing. |
| | Alternatively, students may develop a digital artefact to present the results of their auto-ethnographic study. This can take the format of an online video, presentation, annotated image gallery etc with a reflective analysis of 2000 words equivalent. The digital project reports on the findings of the independent auto-ethnographic research and should be critical, reflective, thoroughly researched, and conform to Harvard style referencing. |
| Due Date: | Friday Week 13 by 5pm. |
| Graduate Quality developed: | Informed/ Independent learners/ Problem solvers/ Effective communicators/ Responsible |
| Format: | Word document or Online digital artefact |
| Assessment Criteria: | You will be assessed based on how well: 1] Your assignment conforms to these instructions; 2] Provides an informed, critical examination of the independent research generated via the auto-ethnographic method 3] Engages arguments, theories and relevant examples from your further research; 4] Conforms to the UoW library Author-Date (Harvard) Referencing Guide; 5] Demonstrates coherence of expression and professional presentation. |
| Submission Method: | Document to be Submitted to Moodle dropbox. Digital Artefact to be submitted to subject Wordpress site |

Supplementary Assessment

Supplementary assessment may be offered to students whose performance in this subject is close to that required to pass the subject, and are identified as meriting an offer of a supplementary assessment. The precise form of supplementary assessment will be determined at the time the offer of a supplementary assessment is made. Students who satisfactorily complete a supplementary assessment will be awarded a grade of 50% (Pass Supplementary)

Subject Resources and Materials

Set Texts

Recommended Reading / Viewing / Listening

Week 1. Introduction: Autoethnography and investigating the production, consumption and circulation of Asian digital media.

- Ellis, C., Adams, T.E., and Bochner, A.P. 2011. "Autoethnography: An Overview", Forum: Oualitative Social Research, 12:1.
 - < http://www.qualitative-research.net/index.php/fqs/article/view/1589/3095 >
- Cunningham, S.J., Jones, M. 2005. 'Autoethnography: A tool for practice and education', CHINZ '05, July 6-8, 2005 Auckland, NZ.
- Delamont, Sara 2007. 'Arguments against autoethnography', Paper presented at the British Educational Research Association Annual Conference, Institute of Education, University of London, 5-8 September 2007, < http://www.leeds.ac.uk/educol/documents/168227.htm>

Tien, Tan, 2014. 'Flappy Bird and the eight secrets to optimal gameplay' The Conversation, http://theconversation.com/flappy-bird-and-the-eight-secrets-to-optimal-gameplay-25603

Week 2. Case Study 1: Anime, Manga and Monster cultures of Japan

Lamerich, Nicolle 2013, 'The cultural dynamic of doujinshi and cosplay: Local anime fandom in Japan, USA and Europe', Participations - Journal of Audience and Reception Studies, vol 10. No 1. Pp.154-176

< http://www.participations.org/Volume%2010/Issue%201/10%20Lamerichs%2010.1.pdf>

- Noppe, Nele (2013) Social Networking Services as Platforms for Transcultural Fannish Interactions - DevianART and Pixiv, Manga's Cultural Crossroads, Berndt, Jacqueline and Kummerling-Meibauer, Bettina, New York: Routlege. Pp.143-159.
- Week 4. Case Study 2: Digital Storytelling, Development and Modernity
- Tacchi, Jo A. (2009) 'Finding a voice: digital storytelling as participatory development in Southeast Asia'. In Hartley, John & McWilliam, Kelly (Eds.) Story circle: digital storytelling around the world. Wiley-Blackwell.
- Russo, A., & Watkins, J. (2005, December 31). Digital Cultural Communication: Enabling new media and co- creation in Asia. International Journal of Education and Development using ICT [Online], 1(4). Available: http://ijedict.dec.uwi.edu/viewarticle.php?id=107.

- Hjorth, Larissa. 2008. Mobile media in the Asia-Pacific: Gender and the art of being mobile. Routledge,
- Week 6. Case Study 3: Producing/Consuming Korean game cultures
- Dal Yong Jin, 2010, 'Professional Online Game Players as New Media Workers', Korea's Online Gaming Empire, London: MIT Press pp.81-100.
- T.L. Taylor 2012, 'Spectatorship and Fandom', Raising the Stakes, London MIT Press, pp.181-238.
- Whippey, Caroline 2012, 'Non-textual information in gaming: A case study of World of Warcraft', Knowledge and Information: Indexing and Retrieval of Non-Text Information. Munchen, DEU: De Gruyter Saur, pp.406-428.
- Week 9. Case Study 4: Blogging and the Public Sphere
- Montemayor, Carla and Azagra, Ricardo Zugasti (2009) 'Journalist-bloggers and the public sphere in the Philippines: Some Exploratory Questions'. Cuadernos de Informacion, 25. Pp. 61-68.
- Soon, Carol, and Hichang Cho. (2011) 'Flows of relations and communication among Singapore political bloggers and organizations: The networked public sphere approach.' Journal of Information Technology & Politics 8.1. pp. 93-109.
- Leibold, J. (2011) 'Blogging alone: China, the internet, and the democratic illusion?', Journal of Asian Studies, 70:4. pp.1023-1041.

These resources are recommended and are not intended to be exhaustive. Students are encouraged to use the Library catalogue and databases to locate additional resources and supplement the recommendations with resources you discover through your own research, both online and in hard copy.

 UOW Library website http://www.library.uow.edu.au/index.html

General Advice Guide

Each session the Faculty of Law, Humanities and the Arts produces a guide to Faculty and University policies, programs and resources.

Students are encouraged to access a copy of the General Advice Guide at the start of each session.

The General Advice Guide can be accessed from the Faculty website at http://lha.uow.edu.au/taem/current- students/UOW093156.html