



School of English, Journalism
& European Languages

Honours in Journalism, Media and Communications 2010

Honours can be a very rewarding year, whether you want to go into industry or on to further study. To assist you in structuring your degree and getting the most out of your Honours program please refer to the information presented in this guide.

- Honours can be undertaken on either a full-time (one year) or a part-time (two year) basis.
- It involves both 50 per cent of coursework subjects and a long essay (12,500 words, also worth 50 per cent) based on independent research.
- The fee structure is the same as for your undergraduate degree.
- To be eligible for enrolment, you must have completed a Bachelor degree with a GPA score of 6.0 and majored in Journalism, Media and Communications (or equivalent).
- All projects are subject to approval.

For more information please contact the JMC Honours Coordinator, Dr Michelle Phillipov
Tel: (03) 6226 2784 or email: Michelle.Phillipov@utas.edu.au

Or leave your details at the EJEL office:
Tel: (03) 6226 2347 or email: SEJEL.admin@utas.edu.au

To apply:

Apply for admission to the degree at <http://www.studentcentre.utas.edu.au/admissions/>
Also check out the scholarship opportunities at
<http://www.studentcentre.utas.edu.au/scholarships> and
<http://colonial.arts.utas.edu.au/cehomepage.html>

Internship Pathway from Honours to Masters:

Students graduating from JMC Honours are able to apply to enter our Masters program with 100% credit from their Honours study. If you choose this option and are accepted, you will undertake a further semester (full-time) or two semesters (part-time) of study (50% in total), which includes a 25% media industry internship.

To enrol:

For full-time students: You must enrol in the 'umbrella course' HEJ400, and the compulsory units HEJ412 Theory and Methods in Journalism, Media and Communications, HEJ409 Research Essay A and HEJ410 Research Essay B. (Please note that although the Research Essay has two codes it remains a single essay). Full-time students must also enrol in another 25% of elective coursework units chosen from either HEJ413 Current Issues in Journalism, Media and Communications or HEJ414 Reading in Journalism, Media and Communications .

For part-time students: You must enrol in the 'umbrella course' HEJ401 and you will normally complete Honours over four semesters. You are advised to take HEJ412 Theory and Methods in Journalism, Media and Communications plus 25% of elective units in Year One, then HEJ409 and HEJ410 in Year Two. Other course structures may be arranged through consultation with the Honours Coordinator.

- Please ensure that you get your enrolment details correct so that your results can be properly recorded and so that you do not incur extra HECS.
- Your final result for Honours will be recorded against your Umbrella code which, for students enrolling in 2008/2009, should be either HEJ400 (for full-time students) or HEJ401 (for part-time students.)

Course Structure:

Compulsory Units:

Umbrella Codes:

[HEJ400](#) (full-time umbrella code)
Journalism, Media and Communications Honours
(Prereq) Completion of a Bachelor degree with a major in Journalism, Media and Communications or equivalent (GPA 6.0)

OR

[HEJ401](#) (part-time umbrella code)
Journalism, Media and Communications Honours
(Prereq) Completion of a Bachelor degree with a major in Journalism, Media and Communications or equivalent (GPA 6.0)

AND

Honours Research Essay:

[HEJ409](#)
Honours Research Essay A
Worth: 25% Location: Hobart Semester: 1 or 2

AND

[HEJ410](#)
Honours Research Essay B
Worth: 25% Location: Hobart Semester: 1 or 2

AND

[HEJ412](#)
Theory and Methods in Journalism, Media and Communications
Worth: 25% Location: Hobart Semester: 1 or 2 (subject to enrolments)

PLUS 25% ELECTIVE COURSEWORK UNITS CHOSEN FROM:

[HEJ413](#)

Current Issues in Journalism, Media and Communications
Worth: 25% Location: Hobart Semester: 1

[HEJ414](#)

Reading in Journalism, Media and Communications
Worth: 25% Location: Hobart Semester: 1 or 2

What is the Honours Research Essay?

THIS IS YOUR THESIS, TOTALLING 50%

The Honours Research Essay is an opportunity for you to pursue your interests in Media, Journalism and Communications while developing new research, writing and time-management skills. It is a single 12,500 word essay (broken into two codes: HEJ409 and HEJ410).

Students commencing their research essay in 2010 can either select one of the choices for Honours Research Essays listed on the website OR they can submit a short research essay proposal (of 800-1000 words) to the Honours Coordinator. This proposal should describe your topic and give us some idea of your aims and how you plan to carry them out. Staff in JMC will then meet to discuss supervision arrangements and once an appropriate supervisor has been found for you *it is your responsibility* to arrange a meeting with them to discuss your research program.

Please note that we cannot guarantee supervision in all areas and any Honours project can only be undertaken with the approval of the Honours Coordinator in consultation with members of the JMC program. To ensure your research project is one that fits within the research areas offered by the program check the list of staff research interests online.

What are the Coursework Units?

Coursework units are designed to assist you in the writing, research and planning of your thesis by offering a critical perspective on the theories, methodologies, readings and issues that inform your research. They are where you can develop both your research and writing. Full course descriptions are available from the UTAS Courses and Units website.

Remember:

It is very important to remain in contact with your supervisor, the coordinator and even your peers during your Honours year. The most effective way is through email and you are expected to check your University email account regularly. Individual staff will use email to stay in contact with students and bring important matters to their attention. Additionally students are encouraged to email each other to share ideas, problems or solutions. Note that in all instances we will use your University email address.

If you are having any difficulties during the Honours year, please contact either your supervisor or Dr Michelle Phillipov, the Honours Coordinator.

JMC Honours Program **Endorsements**

Jane Bestwick's comments:

I completed my degree back in 2001. A double major in Journalism and Media Studies at the time seemed sufficient to get me in to the industry. And it was. I started work with WIN Television not long after I graduated. But after six years I returned to University to undertake Honours. Friends, family and colleagues were unsure why... I had a good job in journalism so what could doing Honours possibly add? Being in the industry the answer was obvious. Employers are looking for the "edge", someone who stands out from other potential employees and that is what Honours does. It gives you something that others don't have, and shows your commitment and passion for the industry. In real terms, completing Honours got me a promotion that came with additional responsibility, it also saw me recently secure employment with the ABC.

I was busting to get out of University at the end of my three year degree and if someone had suggested another year then I am not sure I would have considered it. But everything in hindsight...had I known what I know now, a year is nothing for what is out there to gain.

Honours research project suggestions

Please note: Students commencing their research essay in 2010 can either select one of the choices for Honours Research Essays listed below OR submit a short research essay proposal on a topic of their own choosing (of 500-800 words) to the Honours Coordinator. This proposal should describe your topic and give us some idea of your aims and how you plan to carry them out. Staff in JMC will then meet to discuss supervision arrangements and once an appropriate supervisor has been found you will be notified.

Media and Conflict, Media and Environment, Media and source strategies (Dr Libby Lester)

This project would explore two major concerns of our time: the shifting roles and responsibilities of news media, and the choices and decisions we make about our environment.

Extreme Media (Dr Michelle Phillipov)

The media has been both subject to controversy and a site in which controversies are publicly played out. Possible Honours projects could focus on the media's role in constructing a particular 'moral panic' (such as moral panics surrounding youth culture, or violent or sexually explicit media forms).

Other possible projects could explore 'extreme' media forms, with a focus on debates about propriety, taste, obscenity or censorship. Research questions might include: Are assumptions about the possible harms of extreme media linked to assumptions about the audience? What values, ideologies or belief systems do attacks on extreme media serve? (And what values, ideologies or belief systems does the defence of extreme media serve?)

Understanding Youth Radio (Ms Kate Nash)

Youth radio – whether it's mainstream or community, youth radio is an important part of the Australian radio landscape. In this project you will focus on youth radio looking broadly at the ways in which youth radio creates and interacts with its audience. Choose something that interests you like – how is news reporting adapted for a youth audience, how do stations create and maintain their audiences or how do they tackle important youth issues such as suicide?

Fan Cultures (Dr Craig Norris)

Fans of Japanese manga and anime, video games and TV shows like *Dr Who*, *Mad Men*, *Gossip Girl* and *Heroes* are seen as today's innovators, viral marketers, and grassroots gatekeepers. The high quality, deeply informed content they produce can exceed the original commercial products they were based on. Key questions for Honours research would include: How are fans representative of today's changing media landscape? How do media industries accommodate (or not) the interests of their biggest fans? What is the value of fan labour? What tensions exist between media industries and fans?

Behaving Badly: Celebrity Mothers and the Media (Dr Nicola Goc)

This project will look at discourse on celebrity mothers across the spectrum of media, from traditional newspapers to gossip magazines and news media, to analyse the creation of a moral panic around the behaviour of female celebrities and their representation as bad mothers.

Music and Media (Dr Michelle Phillipov)

Music is both an important cultural resource and a key media industry.

Possible Honours projects could focus on the relationship between music and various media and communication forms (e.g. television, music video, advertising, mobile phones) in order to explore the ways in which music is used to create meaning, identity and pleasure.

Other projects could focus on various aspects of the music industry, such as the impact of new digital music technologies, or the relationship between the corporate music industry and more grassroots or independent forms of musical production and distribution.

Getting inside the Television documentary (Ms Kate Nash)

In this project you will focus on documentaries produced for Australian television. You will have the chance to analyse a series of documentary texts on an issue that interests you, whether it's the environment, youth issues, science and medicine, or anything else! The aim is to study the ways in which specific issues are treated, what techniques and styles are used and how television documentaries attempt to persuade their audience.

User-Generated Content (Dr Craig Norris)

As media spaces such as video games, blogs, You-Tube, or Face Book become more participatory, the relationship between producers and consumers is being re-thought. Key questions for an Honours project include: how have these grassroots innovations impacted on local creative industries? Are these industries prepared for this user-generated creativity? How is user-generated content encouraged and restricted by commercial and government policy?

News From Behind Enemy Lines (Dr Nicola Goc & Dr Eva Meidl)

This project will suit a student with German language skills and will involve the translation of a small collection of World War One postcards from a German soldier to his family. The project will involve a comparative analysis between the way German and Australian soldiers' personal narratives were used in the newspapers of the day as a form of propaganda.

Please note: The following research projects are part of the Cultural Environments and Heritage program, for further information please go to <http://colonial.arts.utas.edu.au/cehomepage.html>

Talking About 'The Convict' In The Nineteenth Century (Ms Julia Clark & Dr Nicola Goc)

How was 'the convict' represented through the pages of contemporary newspapers? Using a 'slice' approach corresponding with major changes in the treatment of convicts - the development of Port Arthur and Point Puer, the delivery of the Bigge Report, the change from assignment to probation, the introduction of separate punishment, the end of transportation - investigate changing depictions of 'the convict'. How did these contribute to those changes?

Out With the Gothic: Source Strategy and Media Outcomes (Ms Julia Clark & Dr Libby Lester)

Over the last five years, the management of Port Arthur has encouraged visiting journalists to look beyond the 'blood-soaked' gothic stereotype that surrounded the site in the 20th century. This project measures the success of that strategy by analysing recent media texts and interviewing journalists and their Port Arthur 'sources'. In this way, both the outcomes of the strategy and the behind-the-scenes dynamics that produced the stories can be examined.

From 'Home Hill' to the Nation: Dame Enid Lyons as Pioneering Broadcaster (Dr Nicola Goc)

Dame Enid Lyons (1897-1981), the first woman to be elected to the House of Representatives, was also the wife of the Prime Minister, Joe Lyons (1879-1939). Dame Enid was Joe's greatest asset, a popular public speaker and Australia's best-known woman of her day. She was the first prime minister's wife to engage directly in a public political career, campaigning actively on his behalf, including in the 1931 election which brought him to office as Prime Minister. She was an adept communicator and effectively used the media, both print and broadcast, to further her husband's political ambitions and later to further her own political career. When travelling with Joe or on her own, she gave public speeches and broadcasts on such topics as women's rights, buying Australian goods, and defence. The family's weatherboard house in Devonport, built in 1916, was the home Enid loved. 'Home Hill' was gifted to the Australian people by Dame Enid and is now a house museum owned by Devonport City Council and managed by the National Trust of Tasmania.

This project offers an Honours student the exciting opportunity to research how one of Australia's most influential women used the media to lobby for political and social reform. It will also involve the production of audio material that will bring Dame Enid Lyon's voice back into her beloved 'Home Hill' and will allow visitors to gain an insight into Dame Enid Lyons, pioneering broadcaster.

Previous Honours Projects

Independent News Websites: Tasmanian Times – A Case Study

Noani Pearce-Rasmussen

Noani's project looked at the advent of citizen journalism on the Internet and its implications in terms of the Fourth Estate notion of journalism and the future viability of independent news websites. Through an analysis of Tasmanian Times Noani's study examined the challenges of establishing an online news publication in a small media environment.

Supervisor: Dr Nicola Goc

Are Print and Online the Same?

Philip Northeast

Philip analysed two Australian capital city dailies, Melbourne's Age and Herald Sun to determine if the translation from print to online modified the meaning of news stories.

Supervisor: Dr Nicola Goc

The Disposable Celebrity: Regina Bird and Big Brother

Erin Martin, 2005

Erin wrote on Tasmanian Big Brother 2003 winner Regina Bird and the way she was portrayed on the series by both the producers of Big Brother and The Mercury newspaper. In this way, Erin used the representation of Reggie to explore the tenuous nature of celebrity and the way soft news is often framed to encourage us to "read" celebrities in certain ways. Erin is currently working as an on-screen presenter for YTV in Canada.

Supervisor: Dr Jason Bainbridge

Representing Australianness: Australian Identity brought to you by Today Tonight

Damian McIver, 2005

Damian wrote on the Channel Seven current affairs series Today Tonight exploring the connections between the series' content and the construction of its audience, enabling a broader discussion of both current affairs programming and Australian identity to take place. Damian is currently editor of the University newspaper Togatus and completing a PhD in Journalism, Media and Communications.

Supervisor: Dr Jason Bainbridge

'And here's the news': Analysing the function of the marketed newsreader

Jane Bestwick, 2007

Jane wrote on the function of the newsreader and provided a comparative analysis of the way newsreaders were marketed and presented themselves on WIN Television and Southern Cross.

Jane is currently working as a journalist for ABC Television in Hobart.

Supervisor: Dr Jason Bainbridge

Internet Blogging in Singapore

Monica Kotwani, 2007

Monica examined political blogs through a case study of Mr Wang's blog and through interviews with Cherian George and Randy Kluver, two prominent academics who have done extensive research on new media and politics in the context of Singapore.

Supervisor: Dr Craig Norris

Behind Anime Lines: Intersections of hard and soft power in anime

Sophia Barratt-Peacock, 2008

Sophie examined anime's soft power through an analysis of 'cool Japan' rhetoric and an Australian audience's reading of Gundam Seed.

Supervisor: Dr Craig Norris

Unravelling Ribon: Japanese cute culture in print media

Alison Murray, 2008

A comparison of Japan's kawaii (cute) culture and Australia's young girl culture with an emphasis on a textual and content analysis of the manga magazine Ribon. This thesis examined the importance of economic globalisation to Japan's pop culture success and asks examines the difficulty of kawaii localization into Australia.

Supervisor: Dr Craig Norris

A Town Like Ouse: Media, Audience and the Small Country Town

Margo Brain, 2009

This project looked at how a regional issue, the closure of the Ouse District Hospital, was reported in the regional print media. A content analysis of a local newsletter and a regional newspaper, as well as a metropolitan daily, was conducted along with audience questionnaires to determine how effective the three forms of media were in providing a voice in the reporting of the closure. This study identified the role of local, grassroots media and exposed its ability to give a voice to members of the public who are often overlooked in traditional commercial print media.

Supervisor: Dr Nicola Goc