



School of English, Journalism  
& European Languages

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## **Unit Outline**

**HEJ224/324**  
**Television Theory**

**Semester 1, 2006**

<b>Convenor:</b>	Jason Bainbridge Room: SOCSCI 579 Phone: 6226 7146 Email: Jason.Bainbridge@utas.edu.au
<b>Consultation Hours:</b>	Thursday 11.00 – 1.00  (or by appointment)
<b>Unit Description:</b>	This unit explores television in its wider cultural and social context by focussing on the history and theories behind television. It analyses the relationship between television and its audience and promotes an understanding of television's vital role in the public sphere. Students will gain an understanding of how television works, how televisual research can be conducted and an appreciation of the relationship between conceptual theory and industrial practice through examples from speakers in the industry.
<b>Unit Aims and Objectives:</b>	The major aims of this unit are: <ul style="list-style-type: none"><li>• To familiarise students with the major theories, concepts and methods used in the study of television</li><li>• To introduce students to the basics of researching and writing about television</li><li>• To provide students with a basic knowledge of the history and practice of television in Tasmania, Australia and internationally</li><li>• To encourage students to think critically about the social and cultural place of television, the production of television programs and the role of the television audience.</li></ul>
<b>When Taught:</b>	Lectures are held every Monday over two hours between 11.00am and 1.10pm in the Life Sciences Lecture Theatre. It is important that you attend lectures as only brief printed outlines of lectures and overheads will be made available. They will be placed in the Reserve section of the Morris Miller Library the day after each lecture.

**Set Texts:**

There is one set text. Students will need to have regular access to this for lectures, tutorials and exam preparation.

Allen, Robert C. and Annette Hill (eds). *The Television Studies Reader*. London and New York: Routledge, 2004.

\* The text is available from the Co-Op Bookshop.

\* Additional handouts will be provided over the course of the semester.

**Assessment:**

Students must complete every assignment and sit the two-hour exam. Failure to do so will result in a fail grade in this unit.

- Major Research Assignment: Pitch for a new television series. 500 words. Accompanying research essay (properly referenced). 1500 words. **40%**
- Tutorial Assessment: Television Journal (collected twice - **10%**), Television Review (**10%**).
- Exam: Two hours. **40%**

Assignments should be handed in **by 4pm on the due date** to the box at the office of the School of English, Journalism and European Languages in room HUM 557.

You must read, fill-in and sign a pink (HEJ) assignment sheet and staple it to the front of your assignment. Please do not use any other coverings, such as plastic sleeves, folders, etc. Assignments cannot be accepted by e-mail or fax.

Assignments must be typed, double-spaced, in 12 font, black ink and across an A4 page, and should be appropriately referenced in MLA Style (a style sheet is provided in your Reader. Please be aware this style may differ from other Schools).

Before handing in, ensure you have:

- Read and understood the plagiarism statement contained in this unit outline.
- Edited and redrafted your assignment.
- Proof read to ensure there are no pages missing, words missing, spelling errors or fragments of sentences.
- Kept a copy of your assignment.

Attached copies of medical certificates if the assignment is late. (Generally, extensions will only be granted on medical grounds with a Doctor's certificate. If you think you are entitled to an extension on other grounds you **MUST** see Jason **BEFORE** the due date and include confirmation of your extension when the assignment is submitted. Tutors cannot grant extensions.)

## LECTURE/SEMINAR SCHEDULE

Week Beginning	Topic	Lecturer
Week One Monday February 27	<p><b><u>MODULE ONE: Institution</u></b></p> <p><b>First Hour: Introduction to Television.</b> <b>Second Hour: Sign-up for Tutorials.</b></p> <p><b>Tutorial:</b> No tutorial Readings: Allen “Frequently Asked Questions” 1-27. Ouellette and Lewis “Moving Beyond the ‘Vast Wasteland’” 52-66.</p>	Jason Bainbridge
Week Two Monday March 6	<p><b>First Hour: The Form of Television.</b> <b>Second Hour: Formats, Genres and Narratives.</b></p> <p><b>Tutorial:</b> Readings: Mittell “A Cultural Approach to Television Genre Theory” 171-182. Corner “Adworlds” 226-242. Allen “Making Sense of Soaps” 242-258. Moran “The Pie and the Crust: Television Program Formats” 258-267.</p>	Jason Bainbridge
Week Three Monday March 13	<b>Public Holiday</b>	
Week Four Monday March 20	<p><b>Guest Speaker – Production and the ABC</b></p> <p><b>Tutorial:</b> Readings: Ellis “Television Production” 275-293. Caldwell “Modes of Production: The Televisual Apparatus” 293-311.</p>	Justin Murphy
Week Five Monday March 27	<p><b>First Hour: Australian Television</b> <b>Second Hour: Sport</b></p> <p><b>Tutorial:</b> Readings: O’Regan “Australia’s Television Culture” 79-92. Roscoe “Big Brother Australia: Performing the ‘Real’ Twenty-Four Seven” 311-322.</p>	Jason Bainbridge Sarah Gillman
Week Six Monday April 3	<p><b><u>MODULE TWO: Representation</u></b></p> <p><b>First Hour: Individuals.</b> <b>Second Hour: Nations.</b></p> <p><b>Tutorial:</b> Readings: Morley “Broadcasting and the Construction of the National Family” 418-442. Davies, Buckingham and Kelley “In the Worst Possible Taste: Children, Television and Cultural Value” 479-494.</p>	Jason Bainbridge

<p>Week Seven: Monday April 10</p>	<p><b>First Hour: Popular sociology</b> <b>Second Hour: Popular philosophy</b></p> <p><b>Tutorial:</b> Readings: D'Acci "Television, representation and gender" 373-389. Becker "Prime-Time TV in the Gay Nineties" 389-404. Johnson "Welcome Home?" 404-418. Havens "The Biggest Show in the World" 442-457.</p>	<p>Jason Bainbridge</p>
<p>Monday April 17</p>	<p><b>Easter</b></p>	
<p>Week Eight Monday April 24</p>	<p><b>Guest Speaker - News</b></p> <p><b>Tutorial:</b> Readings: Morse "News as Performance: The Image as Event" 209-226.</p>	<p>Jane Bestwick</p>
<p>Week Nine Monday May 1</p>	<p><b>First Hour: Franchises</b> <b>Second Hour: Television and the public sphere.</b></p> <p><b>Tutorial:</b> Readings: Sparks "The Global, The Local and the Public Sphere" 139-151. Cunningham "Popular Media as Public 'Sphericules' for Diasporic Communities" 151-163.</p> <p><b>* Please note that an additional guest speaker may be scheduled for one of these weeks.</b></p>	<p>Jason Bainbridge</p>
<p>Week Ten Monday May 8</p>	<p><b><u>MODULE THREE: Outside the Screen</u></b></p> <p><b>First Hour: Ratings.</b> <b>Second Hour: Researching the Audience.</b></p> <p><b>Tutorial:</b> Readings: Seiter "Qualitative Audience Research" 461-479. <b>McCarthy "Television while you wait" 494-509.</b></p>	<p>Jason Bainbridge</p>
<p>Week Eleven Monday May 15</p>	<p><b>First Hour: Fans.</b> <b>Second Hour: Convergence.</b></p> <p><b>Tutorial:</b> Readings: Hills "Defining Cult TV: Texts, Inter-Texts and Fan Audiences" 509-524. Couldry "Media Pilgrims: On the Set of <i>Coronation Street</i>" 332-343. Brooker "Living on <i>Dawson's Creek</i>: Teen Viewers, Cultural Convergence, and Television Overflow" 569-581.</p>	<p>Jason Bainbridge</p>
<p>Week Twelve Monday May 22</p>	<p><b>First Hour: Technology and Legislation.</b> <b>Second Hour: The Future of Television.</b></p> <p><b>Tutorial:</b> Readings: Hutchison "Protecting the Citizen, Protecting Society" 66-79. Fetveit "Reality TV in the Digital Era" 543-557. Poster "Postmodern Virtualities" 581-596.</p>	<p>Jason Bainbridge</p>

<p>Week Thirteen Monday May 29</p>	<p><b>Exam preparation.</b></p> <p>Tutorial: Exam preparation *Final collection of television journals.</p> <p><b>Study Period: Monday June 5 – Friday June 9</b></p> <p><b>Examination Period: Saturday June 10 – Tuesday June 27.</b></p>	<p>Jason Bainbridge</p>
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## ADDITIONAL INFORMATION

### Submission of Assignments

Students are required to submit a signed cover sheet with every assignment. This includes a declaration that all material submitted is their own work except where there is clear acknowledgement or reference to the work of others and that they have read the University statement on Academic Misconduct (Plagiarism) on the University website at [www.utas.edu.au/plagiarism](http://www.utas.edu.au/plagiarism) or in the Student Information Handbook. Assignment cover sheets are available from the School office. All written assignments must be submitted in hard-copy (not by email or other electronic means) and placed in the essay box at the School office on or before 5pm on the due date. Students are required to keep copies of all submitted assignments. Assignments will be returned within three weeks of the due date; once assignments have been returned no further late assignments will be accepted.

### Late Assignments

Late submissions will be penalised as follows: 5% of the available marks for each day late for the first ten (10) working days (ie. 10 days late -50%). Assignments submitted after this point will receive no marks and no comments. Late work will be accepted without penalty if accompanied by a medical certificate for the relevant period or a letter from a certified counsellor in the case of a serious non-medical reason.

### Difficulties with your Studies

If you are experiencing difficulties with your studies or assignments, have personal or life planning issues, disability or illness which may affect your course of study, you should raise these with your lecturer and/or one of the following Student Services staff as soon as possible:

- Learning Skills Adviser
- Student Counsellor
- Careers Adviser
- Disability Adviser

### University Statement on Plagiarism and Academic Integrity

"**Plagiarism** is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at

<http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see

<http://www.utas.edu.au/universitycouncil/legislation/> "

**The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.**

### Assignment Presentation

The English discipline uses MLA Style, which is characterised by in-text referencing and a list of works cited. See the *MLA Handbook for Writers of Research Papers*, 6th ed. Ed. Joseph Gibaldi (New York: The Modern Language Association of America, 2003).

### Marking Scale

The following distribution of marks and grades is applied in assessing your work:

- High Distinction (HD)—80-100%
- Distinction (DN)—70-79%
- Credit (CR)—60-69%
- Pass (PP)—50-59%
- Fail (NN)—0-49%

All marks are subject to moderation.

### Assessment Criteria

The following criteria apply to assessment of the essay:

- Effectiveness of introduction
- Relevance and coherence of argument
- Effectiveness of conclusion
- Scope of textual referencing
- Use of critics
- Attention to expression, spelling, proof-reading and stylesheet.