



School of English, Journalism
& European Languages

Unit Outline

HEJ102
Introduction to Media Studies
Semester 2, 2006
www.utas.edu.au/units/HEJ102

Convenor:	Dr Jason Bainbridge Room: SOCSCI 579 Phone: 6226 7146 Email: Jason.Bainbridge@utas.edu.au
Consultation Hours:	Monday 12 – 2 pm
Unit Description:	<p>This unit offers an introduction to the theory and substantive areas of media studies. Students will be offered a foundation in key concepts and methods in the field of media studies by considering the role of the media in both the Australian and global contexts. This role is examined via three modules of media studies: textual analysis, industries and institutions, and contemporary issues.</p> <p>The rationale for this subject is to help students recognise that while most people are <i>familiar</i> with the media in its various forms, this does not necessarily mean that they <i>understand</i> the social and cultural dimensions of the media in a systematic, structured and critical way. In developing an understanding of this important distinction between familiarity and understanding, students will have the opportunity to actively participate by using their own experiences and knowledge in group-work, discussion and feedback sessions.</p>
Unit Aims and Objectives:	<p>The major aims of this unit are:</p> <ul style="list-style-type: none">(a) to familiarise students with the major theories and concepts used in the interdisciplinary field of media studies;(b) to provide students with a basic knowledge of the history and structure of the media industries in Australia;(c) to introduce students to the different modes of analysing media texts;(d) to acquaint students with the types of basic skills needed to conduct research on the media; and(e) to encourage students to think critically about the media industries, the social context surrounding the production of media products, and their own social and cultural subject position in relation to these products.

<p>Learning Outcomes:</p>	<p>Students taking this unit will:</p> <ol style="list-style-type: none"> 1. build <i>knowledge</i> in the areas described in the Unit Aims and Objectives (above); 2. <i>enhance</i> skills in: <ol style="list-style-type: none"> a) written <i>communication</i>, with special emphasis on writing practice in the form of assignments, and b) oral <i>communication</i>, through participation in tutorial activities; 3. <i>enhance</i> skills in <i>problem solving</i> through assessment tasks and tutorial activities which develop research techniques in media studies; 4. develop <i>their global perspective</i> through the study of media texts from a range of national and cultural contexts.
<p>Required Texts:</p>	<p>Students are expected to have access to the following two textbooks:</p> <ol style="list-style-type: none"> (a) Gill Branston and Roy Stafford. <u>The Media Student's Book</u> (Third Edition). Melbourne: Oxford University Press, 2003. (b) Stuart Cunningham and Graeme Turner (eds.) <u>The Media and Communications in Australia</u>. Second Edition. St Leonards, NSW: Allen and Unwin, 2006. <p>These texts are essential as they form the basis of the tutorial program, supplement material presented in lectures and enable students to adequately revise for the exam. Both texts are accessible, easy to read and available from the Co-Op Bookshop on campus. To reduce the cost associated with buying these books you may want to consider a textbook sharing arrangement with another member of the class. Copies of Cunningham and Turner will also be available in the reserve section of the Morris Miller Library.</p>
<p>When Taught:</p>	<p>Lectures are held every Monday over two (2) hours between 3.10pm and 5.10pm in the Arts Lecture Theatre. <i>It is important to attend lectures, as you cannot rely on the printed notes for a full understanding of the issues raised in this course, particularly as we rely on visual aids presented in lecture. Only brief printed outlines of overheads will be made available.</i> They will be placed in the reserve section of the Morris Miller Library the day after each lecture.</p> <p>Tutorials are held every week for one hour from Week 2 onward. Sign-up sheets for tutorials will be available in the lecture in Week 1. All students must attend tutorials. Students will be expected to have at least attempted the readings for each week and bring their media journals with them to <i>every</i> tutorial. Tutorials will be based around activities and case studies from Branston and Stafford.</p> <p>Note: There is an additional screening in Week 4 from 12-2 pm before the lecture in the Arts Lecture Theatre.</p>

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.

- Assignment One: Textual analysis essay, 1,200 words. Due start of Week 7, i.e. Monday, August 28, 4pm. **20%**
- Assignment Two: Research essay with accompanying profile. 1,500 words. Due start of Week 10, i.e. Monday, September 25, 4pm. **30%**
- Tutorial participation (media journal). **10%**
- Exam: Two hours, includes a textual analysis exercise, two essays and short-answer questions. **40%**

Assessment details are included at the rear of this outline.

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 HUM557. 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 double-spaced, using a 12 point font in black ink and across an A4 page, and should be appropriately referenced.*

Before handing in, ensure you have:

- read and understood the plagiarism statement contained in this unit outline;
- edited and redrafted your assignment;
- kept a copy of your assignment; and
- attached copies of medical certificates if the assignment is late.

FURTHER READING:

The following have been placed on reserve at the Morris Miller library (these are not referenced in MLA Style):

- Kelly Askew (2002) *Anthropology of Media: A Reader*, Oxford: Blackwell.
R. Collins *et al.* (1986) *Media, Culture, and Society: A Critical Reader*, London: Sage.
J. Curran and Michael Gurevitch (2000)(eds.) *Culture, Society and the Mass Media and Society*, London: Arnold.
Paul du Gay (1997) *Production of Culture / Production of Cultures*, London: Sage Publications.
S. During (ed.)(1999) *The Cultural Studies Reader*, London: Routledge.
John Fiske (1990) *Introduction to Communication Studies*, London: Routledge.
H. Mackay and T. O'Sullivan (eds.)(1999), *The Media Reader: Continuity and Transformation*, London: Sage.
Denis McQuail (2002) *McQuail's Reader in Mass Communication Theory*, London: Sage Publications.
Lisa Taylor and Andrew Willis (1999) *Media studies: Texts, Institutions, and Audiences*, Oxford: Blackwell.

You should also examine the following journals held by the library:

Media, Culture and Society
Continuum
Media International Australia
Social Semiotics

LECTURE/SEMINAR SCHEDULE

Week Beginning	Topic	Lecturer
<p>Week One Monday Jul 17</p>	<p><u>MODULE ONE: TEXTUAL ANALYSIS</u></p> <p>First Hour: Textual Analysis Second Hour: Representations</p> <p>Readings: Cunningham and Turner (2006) 'Representation' pp. 64-78. Cunningham & Turner (2002) 'Textual Analysis' pp. 62-71 Branston and Stafford pp. 7-23, 90-106.</p>	<p>Jason Bainbridge</p>
<p>Week Two Monday Jul 24</p>	<p>First Hour: Culture Jamming Second Hour: Online Activism</p> <p>Tutorial: Discussion of readings. "Media Activism" exercise. (Students should be prepared to discuss an activist website and discuss how it differs from and offers alternative forms of information sharing to conventional media.)</p> <p>Readings: Cox, D. (2001) 'Notes on Culture Jamming.' In Media International Australia incorporating Culture & Policy, No 98: 67-78. Ross, A (2000) 'Hacking Away at the Counter-Culture' in David Bell and Barbara Kennedy (eds) The Cybercultures Reader. London, Routledge, pp. 254-267. Meikle, G. (2003). We Are All Boat People: a Case Study in Internet Activism. Media international Australia, incorporating Culture and policy, 2003(107), 9-19.</p>	<p>Craig Norris</p>
<p>Week Three Monday Jul 31</p>	<p>First Hour: Audiences Second Hour: Introducing the Public Sphere</p> <p>Tutorial: Discussion of readings. "Newspaper/Magazine analysis".</p> <p>Readings: Cunningham and Turner 'Audience' pp. 78-93, 'The media and communications; Theoretical Traditions' pp. 13-27 Branston and Stafford pp. 148-170.</p> <p>*Note: Students should bring a selection of newspapers, advertisements and/or magazines with them to tutorials this week and be prepared to discuss them in light of the lectures and readings.</p>	<p>Jason Bainbridge</p>

<p>Week Four Monday Aug 7</p>	<p><u>MODULE TWO: MEDIA INDUSTRIES AND INSTITUTIONS</u></p> <p>First Hour: Industries Second Hour: Film</p> <p>Tutorial: Discussion of readings. “<i>Psycho</i> and News Narratives” case study - Branston and Stafford: 49-58.</p> <p>Readings: Cunningham and Turner ‘Film and video’ pp. 154-174. Branston and Stafford pp. 32-48, 59-81.</p> <p>Note: There is a screening in Week Four on Monday, August 7 in the Arts Lecture Theatre from 12-2 pm before the lecture of <i>Psycho</i>. All students are encouraged to attend.</p>	<p>Jason Bainbridge</p>
<p>Week Five Monday Aug 14</p>	<p>First Hour: Advertising Second Hour: The Marketing of Cool</p> <p>Tutorial: Discussion of readings. ‘Analysing Images’ case study - Branston and Stafford: 24-31.</p> <p>Readings: Cunningham and Turner ‘Advertising’ pp. 209-226. Klein, N (2001) ‘Alt, Everything: The Youth Market and the Marketing of Cool.’ In No Logo, London: Flamingo, pp. 62-85.</p>	<p>Craig Norris</p>
<p>Week Six Monday Aug 21</p>	<p>First Hour: Radio Second Hour: Youth Media</p> <p>Tutorial: Discussion of readings. “Media Practices - Research” Branston and Stafford: 265-279 (compare and discuss various research strategies).</p> <p>Readings: Cunningham and Turner ‘Radio’ pp. 133-153, ‘Popular Music’ pp. 238-258, ‘Youth Media’ pp. 329-343. Branston and Stafford pp. 218-252.</p>	<p>Sarah Gillman Craig Norris</p>
<p>Week Seven Monday Aug 28</p>	<p>First Hour: Celebrity Second Hour: Profiles</p> <p>Tutorial: Discussion of readings and how to write a news profile. “Stardom and Celebrity” case study - Branston and Stafford: 107-116.</p> <p>Readings: Cunningham and Turner ‘Celebrity’ pp. 357-367.</p> <p>Note: Assessment One due by 4pm on Monday, 28 August in the box at the SEJEL office. Assessment Two materials handed out at the lecture.</p>	<p>Jason Bainbridge Libby Lester</p>
<p>Monday Sep 4</p>	<p>Mid-Semester Break</p>	
<p>Week Eight Monday Sep 11</p>	<p>First Hour: Television, part 1 Second Hour: Television, part 2</p> <p>Tutorial: Discussion of readings. “Buffy the Vampire Slayer” case study - Branston and Stafford: 82-88. “Television as industry and institution” case study – Branston and Stafford: 203-217 (compare with Australian networks).</p> <p>Readings: Cunningham and Turner ‘Television and Pay TV’ pp. 175-193.</p>	<p>Jason Bainbridge</p>

<p>Week Nine Monday Sep 18</p>	<p>First Hour: Ownership Second Hour: Photojournalism</p> <p>Tutorial: Discussion of readings. "News" case study - Branston and Stafford: 134-147.</p> <p>Readings: Cunningham and Turner 'The press' pp. 97-112, 'Magazines' pp. 193-208. Branston and Stafford pp. 182-201.</p>	<p>Nicola Goc</p>
<p>Week Ten Monday Sep 25</p>	<p><u>MODULE THREE: CONTEMPORARY ISSUES</u></p> <p>First Hour: Convergence – Alternative Media Forms Second Hour: Convergence – The Interactive Audience</p> <p>Tutorial: Discussion of readings. "The media industry, technology and synergy" case study - Branston and Stafford: 254-263.</p> <p>Readings: Cunningham and Turner 'Political economy and news' pp. 28-42, 'The internet, online and mobile cultures' pp. 259-300, 'New media, New audiences' pp. 315-328. Branston and Stafford pp. 422-446.</p> <p>Note: Assessment Two due by 4pm on Monday, 25 September in box at SEJEL office.</p>	<p>Jason Bainbridge</p>
<p>Week Eleven Monday Oct 2</p>	<p>First Hour: Gender Second Hour: Globalisation</p> <p>Tutorial: Discussion of readings. "Gender representations" exercise. (Students should be prepared to discuss representations of gender they have encountered in the media in the past week).</p> <p>Readings: Cunningham and Turner 'Media Ethics' pp. 303-314, 'The future of public broadcasting' pp. 344-356. Branston and Stafford pp. 404-421 Branston and Stafford pp. 7-31.</p>	<p>Yvette Blackwood</p> <p>Craig Norris</p>
<p>Week Twelve Monday Oct 9</p>	<p>First Hour: Postmodernity, part 1 Second Hour: Postmodernity, part 2</p> <p>Tutorial: Discussion of readings. "Postmodernity/Realisms" debate (based on readings. Students should be prepared to discuss these ideas in light of the media they have encountered in the course to date.)</p> <p>Readings: Branston and Stafford pp. 385-403, 446-473.</p>	<p>Jason Bainbridge</p>
<p>Week Thirteen Monday Oct 16</p>	<p>Revisiting the Public Sphere (Conclusion and exam revision)</p> <p>Tutorial: Exam revision.</p>	<p>Jason Bainbridge</p>
	<p>Study Period: October 23 – October 27</p>	
	<p>Examination Period: October 28 – November 14</p>	

ASSESSMENT

Assessment in this unit takes the form of two essays to be submitted during the semester, one formal examination in the examination period and a participation mark based on the completion of a media journal.

Essay 1 is due by 4 pm on **Monday, 28 August**.

Essay 2 is due by 4 pm on **Monday, 25 September**.

Participation will be assessed through the maintenance of a media journal related to unit content.

The examination will be scheduled in the official examination period. The timetable is posted to all eligible students and published on the School notice boards.

Essay 1 will require close reading and analysis of two texts using the skills acquired in the first four weeks. One will be an image-based advertisement, the other will be a brief news story. The word limit is 1,000 words, and this essay is worth 20% of your final mark in this unit.

This assignment will assess learning outcomes 1, 2a and 3.

Essay 2 will take the form of a short research essay with a special emphasis on one of the media industries and an accompanying profile. The word limit is 1,500 words (1,200 for the research essay, 300 for the profile), and this essay is worth 30% of your final mark in this unit.

This assignment will assess learning outcomes 1, 2a, 3 and 4.

Participation will be assessed by the maintenance of a media journal. Students will keep a written record of their responses to readings for each week – as well as making connections between the concepts presented in the course and the media they encounter each day. The media journal will be handed in twice during semester. Each submission constitutes 5% of your mark, making the media journal worth 10% of your final mark in this unit.

The participation tasks will assess learning outcomes 1, 2b, 3 and 4.

The **examination** is worth 40% of your final mark in this unit. Details of the examination will be presented in Weeks 12 and 13.

The exam will assess learning outcomes 1, 2a, 3 and 4.

Attendance and performance requirements

- Eligibility to sit the examination depends upon the completion and submission of all written work and **regular attendance at tutorials**.
- The School will notify students of the final date that any work will be accepted.
- **If written work is not completed, you will not be eligible to sit the end-of-semester examination. If you are having difficulty with any pieces of work please contact the Course Convenor, Dr Jason Bainbridge.**

If your tutorial attendance has not met the requirements, you may also be required to do additional work in order to be eligible to sit the end-of-semester examination.

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 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 penalized as follows: 5% of the available marks for the first day, and then 2% per working day thereafter. Late work will be accepted without penalty if accompanied by a medical certificate for the relevant period or a letter from a 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 Journalism, Media and Communications discipline uses MLA Style, which is characterized 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). For journalistic writing, you must follow the JMC Style Guide.

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.