



School of English, Journalism  
& European Languages

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## Unit Outline

HEJ227/327

Media Cultures

Semester 1, 2007

<http://www.utas.edu.au/journalism/>

<b>Convenor:</b>	Dr Jason Bainbridge Room: Social Sciences Building, Rm 579 Phone: 6226 7146 Email: Jason.Bainbridge@utas.edu.au
<b>Consultation Hours:</b>	Monday 1.00 – 3.00 (or by appointment)
<b>Unit Description:</b>	This unit analyses the role of the media as a cultural resource. It explores the historical and cultural contexts of a broad range of popular media examples including animation, television drama and comic books and analyses the relationships media develop with their audiences. Students will gain both an understanding of how media industries operate as cultural industries and the societal impact of these cultural formations.
<b>Unit Aims and Objectives:</b>	The major aims of this unit are: <ul style="list-style-type: none"><li>• To familiarise students with a range of theories, concepts and methods used in the study of media texts</li><li>• To introduce students to the basics of researching and writing about a wide variety of media forms</li><li>• To provide students with a basic knowledge of some of the historical and cultural contexts within which media functions in Tasmania, Australia and internationally</li><li>• To encourage students to think critically about the social and cultural place of media and the production of media texts.</li></ul>
<b>Learning Outcomes:</b>	At the completion of this unit students will: <ol style="list-style-type: none"><li>1. Have an awareness of the major theories, concepts and methods used in the study of media texts</li><li>2. Have been introduced to the basics of researching and</li></ol>

	<p>writing about a wide variety of media forms</p> <ol style="list-style-type: none"> <li>3. Have a basic knowledge of some of the historical and cultural contexts within which media functions in Tasmania, Australia and internationally</li> <li>4. Be able to think critically about the social and cultural place of media and the production of media texts.</li> </ol>
<p><b>Required Texts:</b></p>	<p>HEJ 227/327 Course Reader.</p> <p>Students will need to have regular access to this for lectures, tutorials and exam preparation. Additional readings will be provided at some lectures.</p>
<p><b>When Taught:</b></p>	<p><u>Lectures</u> Mon 11:00am – 12:50pm, SB.LifeSci106.LT1</p> <p><u>Tutorials</u> (weeks 2-13) Tue 10:00am – 11:50am, SB.Socsci581 Tue 11:00am – 11:50am, SB.Socsci581 Tue 12:00pm – 12:50pm, SB.Socsci581</p>
<p><b>Assessment:</b></p>	<p>4000 words internal assessments (60%), two-hour exam (40%).</p> <p>Separate handouts will be provided in lectures regarding the assignments and notes on the exam will be provided in the final lecture.</p> <p>Students must complete every assignment and sit the two-hour exam. Failure to do so will result in a fail grade in this unit.</p> <ul style="list-style-type: none"> <li>• Media Cultures Reviews: Review of two of the lectures (750 - 1000 words) <b>10%</b> x 2= <b>20%</b>. <i>Please note, one review must be submitted by Week Seven of the course.</i></li> </ul> <p>These Reviews will assess Learning Outcomes 1-4.</p> <p>Research Assignment: Analysis of a specific media culture using the skills derived from those lecture weeks (2500 - 3000 words) <b>30%</b>. <i>Please note, one research assignment must be submitted by Week Ten of the course.</i></p> <p>This Assignment will assess Learning Outcomes 1-4.</p> <ul style="list-style-type: none"> <li>• Tutorial Assessment: Attendance and Participation. <b>10%</b></li> </ul> <p>This participation will assist in the acquisition of Learning Outcomes 1-4.</p> <ul style="list-style-type: none"> <li>• Exam: Two hours. <b>40%</b></li> </ul> <p>The Exam will assess Learning Outcomes 1-4.</p> <p>The Major Research Assignment should be handed in <b>by 4pm on Monday May 7</b> to the box at the office of the School of</p>

English, Journalism and European Languages in room HUM557.

The Media Cultures Reviews should be handed in at the end of tutorials.

You must read, fill-in and sign a 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. This must be done for ALL assignments, including the Reviews.

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 and reviews.**
- **Proof read to ensure there are no pages missing, words missing, spelling errors or fragments of sentences.**
- **Kept a copy of your assignment and reviews.**
- **Attached copies of medical certificates if the assignment/review 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

Date	Topic	Lecturer
<p>Week One Monday February 26</p>	<p><b>First Hour: What are Media Cultures?</b> <b>Second Hour: The <i>flaneur</i>.</b></p> <p><b>Tutorial:</b> No tutorial Readings:</p> <p>McKee, Alan. "What is textual analysis?" <i>Textual Analysis: A Beginner's Guide</i>. London: Sage, 2003. 1-33.</p> <p>McLuhan, Marshall. <i>Understanding Media: The Extensions of Man</i>. New York: McGraw-Hill, 1964, 1966. 23-45.</p> <p>O' Dochartaigh, Niall. "Classification, evaluation and citation." <i>The Internet Research Handbook</i>. London: Sage, 2002. 199-219.</p>	<p>Jason Bainbridge</p>
<p>Week Two Monday March 5</p>	<p style="text-align: center;"><b><u>MODULE ONE: News Cultures</u></b></p> <p><b>First Hour: The Fifth Estate.</b> <b>Second Hour: Beaconsfield: A Case Study.</b></p> <p><b>Tutorial:</b> Readings:</p> <p>Bainbridge, Jason. "Reporting Beaconsfield: New Story as Variety Show." (unpublished).</p>	<p>Jason Bainbridge</p>
<p>Week Three Monday March 12</p>	<p><b>Public Holiday</b></p>	

<p>Week Four Monday March 19</p>	<p><b>First Hour: A methodology for Journalism Studies</b> <b>Second Hour: Journalism and Social Change</b></p> <p><b>Tutorial:</b> Readings:</p> <p>Rupar, Verica. "How Did You Find That Out? Transparency of the Newsgathering Process and the Meaning of News: A Case Study of New Zealand Journalism." <i>Journalism Studies</i> 7:1, 2006. 127-143.</p> <p>Rupar, Verica. "Journalism, political change and front-page design" in Broersma Marcel (ed) <i>Form and Style in Journalism. European Newspapers and the Representation of News, 1880-2005</i> Leuven: Peeters, 2006 (forthcoming).</p>	<p>Verica Rupar</p>
<p>Week Five Monday March 26</p>	<p><b>Celebrity Activism and Agenda-Setting (both hours)</b></p> <p><b>Tutorial:</b> Readings:</p> <p>To be provided on the day</p>	<p>Libby Lester</p>
<p>Week Six Monday April 2</p>	<p><b>First Hour: Victims in the News.</b> <b>Second Hour: Talkback Radio.</b></p> <p><b>Tutorial:</b> Readings:</p> <p>McLellan, Trina. "Fair Game or Fair Go?" <i>AsiaPacific MediaEducator</i> 7: July-December, 1999.</p> <p>Shanahan, Morris W and Brown, Nicolas. "Radio Listening as a Function of Basic Human Need: Why Did Maslow Listen to Radio?" <i>Journal of Media Psychology</i> October 12, 2002.</p>	<p>Sarah Gillman</p>
<p>Monday April 9</p>	<p><b>Easter Vacation</b></p>	

<p>Week Seven Monday April 16</p>	<p style="text-align: center;"><b><u>MODULE TWO: Visual Cultures</u></b></p> <p><b>First Hour: The Visual Industries.</b> <b>Second Hour: A Case Study in Communities.</b></p> <p><b>Tutorial:</b> Readings:</p> <p>Brunsdon, Charlotte. "Problems with Quality." <i>Screen</i> 31(1), Spring 1990. 67-90.</p> <p>Denning, Michael. "The figure of the dime novel in American Culture" in Jim Cullen (ed) <i>Popular Culture in American History</i>. Oxford and Malden, Mass: Blackwell Publishers, 2001. 78-89.</p> <p>Bainbridge, Jason. "Soiling Suburbia: Lynch, Solondz and the Power of Dirt." <i>M/C Journal</i> 9.5 (2006). 31 Jan. 2007 &lt;<a href="http://journal.media-culture.org.au/0610/11-bainbridge.php">http://journal.media-culture.org.au/0610/11-bainbridge.php</a>&gt;</p> <p><b>*Please note – at least one Media Review must be submitted in tutorials by this date.</b></p>	<p>Jason Bainbridge</p>
<p>Week Eight Monday April 23</p>	<p><b>First Hour: The Comic Book as Media Text.</b> <b>Second Hour: Understanding the superhero.</b></p> <p><b>Tutorial:</b> Readings:</p> <p>Bainbridge, Jason. "'Worlds Within Worlds': The Role of Superheroes in the Marvel and DC Universes" in Angela Ndalianis (ed.) <i>Holy Men in Tights: A Superhero Reader</i>, Washington: Duke University Press, 2007 (forthcoming).</p>	<p>Jason Bainbridge</p>
<p>Week Nine Monday April 30</p>	<p><b>Anime and Manga (both hours)</b></p> <p><b>Tutorial:</b> Readings:</p> <p>Norris, Craig. "Girl Power: the Female Cyborg in Japanese Anime" in Angela Ndalianis (ed.) <i>Holy Men in Tights: A Superhero Reader</i>, Washington: Duke University Press, 2007 (forthcoming).</p>	<p>Craig Norris</p>

<p>Week Ten Monday May 7</p>	<p style="text-align: center;"><b><u>MODULE THREE: Legal Cultures</u></b></p> <p><b>First Hour: The Legal Thriller: Birth of a Genre. Second Hour: Performing Law.</b></p> <p><b>Tutorial:</b> Readings:</p> <p>Bainbridge, Jason. "Lost in Summation: An Overview of Australian Law on Screen." <i>Overland</i> 185, 2006. 32-36.</p> <p>Bainbridge, Jason. "Truth in a Miniskirt: American Television and the Performance of Law." <i>European Journal of Cultural Studies</i> (forthcoming 2007).</p> <p><b>*Please note: The Major Research Assignment must be submitted by 4pm to the box at the office of the School of English, Journalism and European Languages in room HUM557.</b></p>	<p>Jason Bainbridge</p>
<p>Week Eleven Monday May 14</p>	<p><b>Murderous Mothers and the Media (both hours)</b></p> <p><b>Tutorial:</b> Readings:</p> <p>To be provided in the lecture.</p>	<p>Nicola Goc</p>
<p>Week Twelve Monday May 21</p>	<p><b>The Sliding Signifier of Law (both hours)</b></p> <p><b>Tutorial:</b> Readings:</p> <p>Bainbridge, Jason. "Lawyers, Justice and the State: The Sliding Signifier of Law in Popular Culture." <i>Griffith Law Review</i> 15:1, 2006. 153-176.</p>	<p>Jason Bainbridge</p>
<p>Week Thirteen Monday May 28</p>	<p><b>Exam preparation.</b></p> <p>Tutorial: Exam preparation</p>	<p>Jason Bainbridge</p>
	<p><b>Study Period: Monday June 4 – Friday June 8</b></p>	
	<p><b>Examination Period: Saturday June 9 – Tuesday June 26.</b></p>	

### Attendance requirements

Regular tutorial attendance is required and an attendance roll will be taken. If you fail to satisfy the attendance requirements and/or complete all assessments you may be deemed ineligible to sit the exam or be required to submit additional work.

## 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 or the School website. **Assignments submitted without a signed cover sheet will not be marked.** Students who submit assignments without a signed cover sheet will be contacted once via their UTAS email address; in such instances the cover sheet must be completed within two weeks of the due date.

All assignments must be submitted in hard-copy (not by email) 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 submitted on time will be returned within three weeks of the due date; once on time assignments have been returned no further late assignments will be accepted. All marked assignments will be returned in tutorials unless otherwise advised.

### 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
- Disability Adviser
- Careers Adviser
- Student Counsellor

### 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 a brief introduction, please go to <http://www.utas.edu.au/journalism/>. For journalistic writing, refer to the JMC Style Guide, also available at <http://www.utas.edu.au/journalism/>.

### 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.

### IT Support

Learning online—for online learning and Vista support – <http://www.utas.edu.au/coursesonline/>  
Information Technology Services—for general IT Support (includes link to UTAS download website)  
<http://www.utas.edu.au/servicedesk/student/index.html>

Library Services—for information literacy support – <http://www.utas.edu.au/library/>  
Help Desk (email [HelpDesk@utas.edu.au](mailto:HelpDesk@utas.edu.au) or 6226 1818, within University 1818)