



School of English, Journalism
& European Languages

Unit Outline

HEJ408
Vernacular Theory
Semester 1, 2007

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

Convenor:	Dr Jason Bainbridge Room: Social Sciences Building, Rm 579 Phone: 6226 7146 Email: Jason.Bainbridge@utas.edu.au
Consultation Hours:	Monday 1.00 – 3.00 (or by appointment)
Unit Description:	This unit considers the mass media as a source of theory. Through textual analysis, students will analyse the ways in which representations of cultural institutions (like journalism) in popular media texts contribute to the field of knowledge about the practice of these institutions. Definitions of theory, knowledge and cultural legitimacy will be interrogated. The relationship between these ideas and more conventional theoretical sources will be explored through the consideration of a number of case studies.
Unit Aims and Objectives:	The major aims of this unit are: <ul style="list-style-type: none">• To familiarise students with a range of advanced theories, concepts and methods used in the study of media texts at Honours Level.• To introduce students to advanced researching and writing skills.• To provide students with a basic knowledge of how to conduct themselves while completing Honours.• To continue to encourage students to think critically about the social and cultural place of media and the production of media texts.
Learning Outcomes:	At the completion of this unit students will: <ol style="list-style-type: none">1. Have an awareness of the major theories, concepts and methods used in the study of media texts at Honours

	<p>level.</p> <ol style="list-style-type: none"> 2. Have been introduced to the basics of advanced research and writing skills. 3. Have a basic knowledge of how to conduct themselves while completing Honours. 4. Be able to still think critically about the social and cultural place of media and the production of media texts.
Required Texts:	Readings will be provided in class.
When Taught:	Thu 1:10pm – 4:00pm, SB.Socsci581
Assessment:	<p>Oral presentation and research essay totalling 5000 words. Details will be provided in class.</p> <p>Both the presentation and essay will assess Learning Outcomes 1-4.</p>

LECTURE/SEMINAR SCHEDULE

Date	Topic	Lecturer
Week Commencing: Week Four Monday March 19	Introduction / Textual Analysis	Jason Bainbridge
Week Five Monday March 26	Understanding the Vernacular	Jason Bainbridge
Week Six Monday April 2	The Role of Media as a Source of Theory	Jason Bainbridge
Easter break 5-11 April		
Week Seven Monday April 16	Theories in Practice	Jason Bainbridge
Week Eight Monday April 23	Presentations	Jason Bainbridge
Week Nine Monday April 30	Reading in Theory 1	Jason Bainbridge
Week Ten Monday May 7	Reading in Theory 2	Jason Bainbridge
Week Eleven Monday May 14	Conclusion	Jason Bainbridge
	Study Period: Monday June 4 – Friday June 8	
	Examination Period: Saturday June 9 – Tuesday June 26	

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 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: 10% of the available marks per day for the first five (5) working days and 50% on the following day. 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 <http://www.utas.edu.au/journalism>. For journalistic writing, refer to the JMC Style Guide, also available at <http://www.utas.edu.au/journalism>.

Honours Marking Scale

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

- First Class (HF)—80-100%
- Third Class (HT)—50-59%
- Second Class upper division (HU)—70-79%
- Fail (HN)—0-49%
- Second Class lower division (HL)—60-69%

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 or 6226 1818, within University 1818)