



School of English, Journalism
& European Languages

Unit Outline

HEJ229/329

Youth Media

Semester 1, 2008

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

Convenor:	Dr Craig Norris Room: HUM 573 Phone: 6226 2938 Email: Craig.Norris@utas.edu.au
Consultation Hours:	10.00 – 1.00 Thursday
Unit Description:	<p>This unit introduces students to a range of approaches from media and cultural studies to examine the relationship between youth and the media. The unit is structured around three modules. The first examines theoretical approaches to youth and media. The second focuses on the representation of youth in news media and popular culture. The third module examines current issues such as the take-up of new media by youth.</p> <p>Practical journalistic exercises also give students a critical understanding of the forces operating within these three areas and the impact of youth on a range of media forms and industries including, news, soap opera, popular music, film, reality TV, blogs, mobile phones, video gaming, and the Internet.</p>
Unit Aims and Objectives:	<ol style="list-style-type: none">1. Gain an understanding of a range of media studies approaches to youth media;2. gain an understanding of the attachments young people have to different kinds of media;3. develop the ability to analyse a variety of media texts in terms of the constructions of youth identities they present;4. gain an appreciation of contemporary debates concerning youth and the media; and5. gain an understanding of the impact of technological development and globalisation on the production of youth texts and audiences.
Learning Outcomes:	<p>At the completion of this subject students will be able to satisfactorily demonstrate:</p> <ol style="list-style-type: none">1. an understanding of contemporary issues and elements of youth media;2. an understanding of global and technological developments impacting on youth media;

	<p>3. an understanding of emerging paradigms within youth media theory.</p>
Required Texts:	<p>Students will need to have regular access to the required text for lectures, tutorials and exam preparation. It is available from the Co-Op Bookshop.</p> <p><i>Unit Reader</i> (HEJ229/329 Youth Media)</p>
Recommended Texts:	<p>You may also wish to refer to, but not necessarily purchase, the following recommended texts:</p> <p>Osgerby, Bill 2004, <i>Youth Media</i>, Routledge, London.</p> <p>Kellner, Douglas and Meenakshi Gigi Durham 2006, <i>Media and Cultural Studies: Keywords</i>, Rev. edn, Blackwell, Malden, Mass.</p>
When Taught:	<p>Lecture Mon, 1.10pm-3.00pm, SB.Centen118.LT</p> <p>Tutorials Tutorials are offered at a variety of times. Students will be instructed on how to sign up for a tutorial group at the first lecture. Tutorials begin in week 2. Please note, tutorials listed below may be removed if there is low student demand. Mon 3.10pm-4.00pm, SB.Arts201.Lab Mon 4.10pm-5.00pm, SB.Arts201.Lab Wed 2.10pm-3.00pm, SB.Arts201.Lab Wed 3.10pm-4.00pm, SB.Arts201.Lab</p>
Assessment:	<p>4000 word internal assignments (60%), two-hour exam (40%)</p> <p>Assignment 1 will assess learning outcome 1 and 3.</p> <p>Assignment 2 will assess learning outcome 1, 2 and 3.</p>
Assignment presentation:	<p>Feedback on your work helps improve your knowledge of concepts and arguments used in the unit, as well as your skills in writing and referencing. Staff undertake to provide you with appropriate comments on your essay, but this requires some thought on your part.</p> <p>Your essay should:</p> <ol style="list-style-type: none"> 1. have a cover sheet attached, showing the due date, your name and student number, and the title of the assignment (for example, HEJ229 Assignment 1) 2. Be at least 2.5 cm (top and bottom) and 3.17 cm (left and right). This will enable markers to read your work quickly, and to place adequate comments in the margins. 3. Use a legible 12pt. font. 4. Be 1.5 or double-spaced. 5. Have numbered pages 6. Be accurately and consistently referenced, using Harvard referencing. 7. For longer essays, use headings and subheadings to

	<p>structure your assignment and make it easy for the reader to follow the development of your argument.</p> <ol style="list-style-type: none"> 8. Be stapled in the top left-hand corner. 9. Not be submitted in a folder of any type. 10. Be spell-checked using an Australian dictionary (not an American dictionary). E.g.: organise as opposed to organize. 11. Have a title. E.g. "Assignment 1. Geeks in cyberspace: new media and youth cultures of consumption and production"
<p>Guidelines for writing assignments:</p>	<ol style="list-style-type: none"> 1. It is recommended that you refer to an essay writing guide before you begin writing. For the style of essay required in this unit, there is a useful Harvard citation system guide available at the following URL: http://www.utas.edu.au/journalism 2. Analyse the essay question before you begin to write. Check periodically to make sure that you have answered the questions asked of you. 3. Show that you have read about the topic in appropriate breadth and depth by making reference to the work of other authors. 4. Quotations for published work should take up no more than 20% of your essay. Make sure that quotations and citations are referenced consistently and correctly. 5. It is assumed that students are thoroughly aware of University rules regarding PLAGIARISM, cheating and fraud, and are aware of the consequences of engaging in any of these illegal activities. 6. Be prepared to draft and redraft sections of your essay. Ask a friend to read it for you in order to improve your grammar, spelling, and the logic of your writing. The paper you submit <i>should not</i> be the first draft you write.
<p>Requesting extensions:</p>	<p>If you think you have a good reason to request an extension for an assignment, you will need to email the unit convenor (Craig Norris) before the due date. If the convenor agrees to an extension, you will need to attach the following two documents to your assignment:</p> <ol style="list-style-type: none"> (1) a copy of the email containing the new submission date; (2) any appropriate supporting evidence, such as a medical certificate. <p>Late submissions without consultation with the unit convenor and attached supporting material and email confirming the new due date will have penalties for late submission applied. Late submissions without consultation and supporting material received after the assignments have been returned to students will NOT be graded.</p> <p>Please note that requests for extensions may not be made after a deadline.</p> <p>Extensions are only given for medical reasons, or in the special consideration of events beyond your control (eg: personal tragedy).</p>

'MyLo' Learning Online:

You can access the HEJ229/329 website through the **'MyLo' Learning Online** login page:
www.utas.edu.au/coursesonline/

This page provides links to documents, lecture presentations and audio recordings, and many other resources which will be useful for you. It will be updated throughout semester, so visit regularly.

Contact the Service Desk if you have problems using MyLO:

Website: <http://www.utas.edu.au/servicedesk>
Telephone: 6226 1818; 1300 304 903 (local call from within TAS; mobiles excepted)
Email: servicedesk@utas.edu.au

Contact your tutor or the Unit Convenor, Craig Norris, if you have a problem related to course content or assessment.

For those requiring further help with MyLO and other software, IT Training Online offer the following free online training resources for students at http://www.utas.edu.au/it_training

LECTURE/SEMINAR SCHEDULE

Date	Topic	Lecturer
Week 1	Introduction (no tutorials)	Craig Norris
Part 1: Key Concepts and Analytical Approaches		
Week 2	Approaches to Youth Media	Craig Norris
Week 3	Monday 10 March – Public Holiday (no lecture, no tutorials)	
Week 4	The Political Economy of Youth Media	Craig Norris
Easter Break – 20-26 March		
Week 5	Youth Media and the changing business landscape	Craig Norris
Week 6	Media Effects and Young Audiences	Craig Norris
Part 2: Key Issues		
Week 7	Youth Media Subcultures Assignment 1 due (14 April)	Craig Norris
Week 8	Youth as Performance	Lisa Fletcher
Week 9	Youth Identity and Difference	Craig Norris
Week 10	Global Youth Media	Craig Norris
Week 11	Youth and New Media	Craig Norris
Week 12	Youth Media Futures Assignment 2 due (12 May)	Craig Norris
Week 13	Summary and Review	Craig Norris
Study Period: 2-6 June		
Examination Period: 7-24 June		

ASSESSMENT

Task	Due Date	Value
Assignment 1 (2,000 words)	Week Seven, Monday 14 April, 4pm	30%
Assignment 2 (2,000 words)	Week Eleven, Monday 12 May, 4pm	30%
Exam	TBA: The examination will be scheduled in the official examination period. The examination timetable is published on the UTAS website.	40%

Assignment 1

Due date: Week Seven, Monday 14 April, 4pm
 Length: 2,000
 Value: 30%

Essay Questions to be provided in Week 2

Assignment 2

Due date: Week Eleven, Monday 12 May, 4pm
 Length: 2000 words comprised of 1000 word exegesis + oral presentation (equivalent of 1000 words)
 Value: 30%

Guidelines to be provided in Week 2.

Exam

Date: The examination will be scheduled in the official examination period. The examination timetable is published on the UTAS website.
 Length: 2 hours
 Value: 40%

Further advice and information will be provided to you in the second half of the semester

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: 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 the Harvard style of referencing. Please see <http://www.utas.edu.au/journalism/> for a brief introduction. For journalistic writing, refer to the JMC Style Guide, also available at <http://www.utas.edu.au/journalism/>.

For journalistic assignments, you must not use material gathered for a story, including interviews, for assessment in more than one unit. If in doubt, please discuss with your unit coordinator.

Equipment

Please note that this unit may require access to sound and/or video recording equipment and that while the school will provide access to equipment during tutorials, access to equipment outside of tutorials is not guaranteed. Where the loan of equipment is possible students will be required to sign and agree to the terms and conditions of the loan, including the penalties for late return, as presented at the time of the loan. We encourage students, where possible, to purchase their own recording devices. Teaching staff will advise on suitable equipment.

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 or 6226 1818, within University 1818)