



School of English, Journalism
& European Languages

Unit Outline

HEJ102
Journalism, Media and Communications 1B
Semester 2, 2008
<http://www.utas.edu.au/journalism>

Convenor:	Dr Craig Norris Room: 573 Phone: 6226 2938 Email: Craig.Norris@utas.edu.au
Consultation Hours:	Thurs 10:00 – 1:00
Contacting Your Tutor:	Your tutor will provide you with their contact details in your first tutorial. Fill in your tutor's details here: Name: Email:
Unit Description:	Introduces the interdisciplinary field of media studies. Students gain a foundation in key concepts, methods and theories in the study of media, communication and culture. Topics include: the history of media and communication theory, media structures and institutions; media industries and organisations; media texts and genres; audiences and `effects`; media and identity (class, gender, race, age); and the media and public interest. Students are encouraged to apply the theoretical vocabularies and skills of analysis covered in this unit to specific examples and to think critically about the role the mass media plays in contemporary societies such as Australia.

<p>Unit Aims and Objectives:</p>	<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: <ul 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 their <i>global perspective</i> through the study of media texts from a range of national and cultural contexts.
<p>MyLO Site:</p>	<p>You can access the HEJ102 website through the Learning Online login page: www.utas.edu.au/coursesonline/</p> <p>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.</p> <p>Contact the Service Desk if you have problems using Vista:</p> <p>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</p> <p>Contact your tutor or the Unit Convenor, Craig Norris, if you have a problem related to course content or assessment.</p> <p>For those requiring further help with WebCT Vista and other software, IT Training Online offer the following free online training resources for students at http://www.utas.edu.au/it_training</p>

<p>Required Texts:</p>	<p>Students are expected to have access to the following two textbooks:</p> <p>Branston, G & Stafford, R 2006, <i>The media student's book</i>, 4th edn, Routledge, London; New York.</p> <p>Cunningham, S & Turner, G 2006, <i>The media and communications in Australia</i>, 2nd edn, Allen & Unwin, Crows Nest, N.S.W.</p> <p>Both required texts are available from the Co-Op Bookshop.</p>
<p>When Taught:</p>	<p><u>Lecture</u> Mon 3.10-5.00pm, SB.Arts203.LT</p> <p><u>Tutorials</u> 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 the second week of semester (week 15).</p>
<p>Assessment:</p>	<p>Minor Assignment (20%) Due: Wk 4, Friday Aug 8, 4pm</p> <p>Major Essay (40%) Due: Wk 9, Friday Sept 19, 4pm</p> <p>Exam (40%) Date: TBA</p> <p>See pages 9-12 for further details</p> <p>Late submissions will be penalised as follows: 5% for the first day, and then 2% per working day thereafter.</p> <p>Assignment 1 will assess Learning Outcomes 1, 2(a), 3, and 4.</p> <p>Assignment 2 will assess Learning Outcomes 1, 2(a), 3, and 4.</p>

<p>Assignment presentation</p>	<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. Marking 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> <ul style="list-style-type: none"> • A cover sheet, showing the due date, your name and student number, and the title of the assignment (for example, HEJ102 Assignment) • Use a legible 12pt. font. • Have numbered pages • Be accurately and consistently referenced, using Harvard referencing. • For longer essays, use headings and subheadings to structure your assignment and make it easy for the reader to follow the development of your argument. • Be stapled in the top left-hand corner. • <i>Not</i> be submitted in a folder of any type. • Be spell-checked using an Australian dictionary (not an American dictionary). E.g.: organise as opposed to organize. • Have a title. Eg: “Advertising Australian Tourism: Constructing the media message” <p>Written work should be typed, and double-spaced with wide margins on all sides, 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.</p>
<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 (copies of medical certificates must be provided), or in the special consideration of events beyond your control (eg: a personal tragedy).</p>

GUIDELINES FOR WRITING ASSIGNMENTS / ESSAYS

1. It is recommended that you refer to an essay-writing guide before you begin writing. There are many good guides to writing essays in the Library. Please check them out.
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 *should not* be the first draft you write.

LECTURE/SEMINAR SCHEDULE

Date	Topic	Lecturer
Week One Monday Jul 14	<p><u>MODULE ONE: Key Concepts</u></p> <p>1st Hour: Introduction 2nd Hour: Tutorial Allocation</p> <p>Tutorial: No tutorial Readings: Cunningham and Turner 13-27</p>	Craig Norris
Week Two Monday Jul 21	<p>1st Hour: Textual Analysis 2nd Hour: Representations</p> <p>Tutorial: Branston and Stafford 164-173 Readings: Cunningham and Turner 64-77 Branston and Stafford 11-26, 141-147, 152-162</p>	Jason Bainbridge
Week Three Monday Jul 28	<p>1st Hour: Gender 2nd Hour: Audiences</p> <p>Tutorial: Branston and Stafford 147-151 "Representations and gender" exercise. 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>Readings: Cunningham and Turner 78-93 Branston and Stafford 268-285</p>	Louise North Jason Bainbridge
Week Four Monday Aug 4	<p>1st Hour: Political Economy 2nd Hour: Content Analysis</p> <p>Tutorial: Branston and Stafford 27-32 Readings: Branston and Stafford 174-193</p> <p>Note: For next week's Film topic all students are encouraged to watch the movie <i>Ring</i> (Japanese and/or US version). Copies will be held on reserve at the Library.</p>	Craig Norris Louise North

<p>Week Five Monday Aug 11</p>	<p><u>MODULE TWO: MEDIA INDUSTRIES</u></p> <p>1st Hour: Industries 2nd Hour: Film</p> <p>Tutorial: Branston and Stafford 94-102. Readings: Cunningham and Turner 154-174. Branston and Stafford 74-93.</p>	<p>Jason Bainbridge</p>
<p>Week Six Monday Aug 18</p>	<p>1st Hour: Advertising 2nd Hour: Popular Music</p> <p>Tutorial: Branston and Stafford 257-267 Readings: Cunningham and Turner 209-226, 238-258 Branston and Stafford 296-316</p>	<p>Craig Norris</p>
<p>Week Seven Monday Sep 25</p>	<p>1st Hour: Celebrity 2nd Hour: Profiles</p> <p>Tutorial: Branston and Stafford 317-327. Discuss how to write a news profile. Readings: Cunningham and Turner 357-367.</p>	<p>Jason Bainbridge Louise North</p>
<p>Mon 1 Sep – Fri 5 Sep Mid-Semester Break</p>		
<p>Week Eight Monday Sep 8</p>	<p>1st Hour: Television, part 1 2nd Hour: Television, part 2</p> <p>Tutorial: Branston and Stafford: 65-73, 128-140 (compare with Australian networks). Readings: Cunningham and Turner 175-192.</p>	<p>Jason Bainbridge</p>
<p>Week Nine Monday Sept 15</p>	<p>1st Hour: Video Gaming 2nd Hour: Media Distribution</p> <p>Tutorial: Branston and Stafford 61-62 Readings: Cunningham and Turner 279-300 Branston and Stafford 416-436</p>	<p>Craig Norris</p>
<p>Week Ten Monday Sep 22</p>	<p><u>MODULE THREE: CONTEMPORARY ISSUES</u></p> <p>1st Hour: Convergence – Alternative Media Forms 2nd Hour: Convergence – The Interactive Audience</p> <p>Tutorial: Discuss the readings. Readings: Cunningham and Turner 259-300, 315-328.</p>	<p>Jason Bainbridge</p>

Week Eleven Monday Sep 29	1st Hour: News Images 2nd Hour: Globalisation Tutorial: Branston and Stafford 33-40 Readings: Branston and Stafford 479-504	Nicola Goc Craig Norris
Week Twelve Monday Oct 6	1st Hour: Postmodernity, part 1 2nd Hour: Postmodernity, part 2 Tutorial: “Postmodernity/Realisms” debate (Students should be prepared to discuss the ideas presented in the lecture in light of the media they have encountered in the Unit to date) Readings: TBA	Jason Bainbridge
Week Thirteen Monday Oct 13	Conclusion and exam revision Tutorial: Exam revision.	Craig Norris
	Study Period: 20 – 24 October	
	Examination Period: 25 October – 11 November	

Attendance requirements

Students should attend all tutorials. Failure to attend at least two-thirds of tutorials may result in being deemed ineligible to sit the examination or being required to submit additional work. Email an apology to your tutor if for any reason you are unable to attend.

ASSESSMENT

Task	Due Date	Value
Minor assignment: 1,200 words	Wk 4, Friday Aug 8, 4pm	20%
Major essay: 1,700 words a. 1,200 words b. 500 words	Wk 9, Friday Sept 19, 4pm	40%
2-hr exam	TBA	40%

Minor assignment

1,200 -word textual analysis exercise.

Worth: 20%

Due: Wk 4, Friday Aug 8, 4pm

Discuss the following quote:

“However realistic media messages seem, they never simply present the world direct. They are always a construction, a re-presentation, rather than a transparent window onto the real” (Branston and Stafford, 141)

With reference to a textual analysis of two texts:

Textual Analysis A will be of the Pure Tasmania print advert “have you ever...” (see below). This ad appeared in the newspaper the *Herald Sun* (Melbourne, Australia) May, 2008. Note: A higher quality pdf version can be downloaded from the unit’s MyLO site.

Textual Analysis B will be of an advertisement you have found yourself. The advertisement should be primarily image-based and must be attached to your completed assignment. The advertisement can **not** be from the Pure Tasmania tourism series.

*have you ever...
tasted the rainforest?
strahan*

have you ever... explored Tasmania's rail heritage on board the West Coast Wilderness Railway; ventured into the region's cultural and natural heritage by unique Hi-Rail 4WD journey on a Piners & Miners tour; and taken a cruise aboard *Lady Jane Franklin* through Tasmania's World Heritage Area with Gordon River Cruises – then found a welcoming haven? Strahan Village offers terraces and cottages in a harbourside town on the edge of the wilderness.

Visit puretasmania.com.au or talk to a friendly Tasmanian specialist about booking all your accommodation and experiences in our island's most inspiring destinations, Freycinet, Strahan, Cadle Mountain, Hobart and Launceston.

Call 1800 084 620 for bookings
puretasmania.com.au

Pure Tasmania

Structure:

The first paragraph should introduce how you will respond to the quote and state your purpose in writing the essay. The remainder of the essay should be evenly divided between Textual Analysis A and B. You may choose to either analyse both texts together through a compare and contrast structure, or deal with each text separately. However, you must spend an equal amount of words (approx.) on both texts. The final paragraph should state the conclusions you reached as a result of your analysis.

Your analysis should address the following points:

- Discuss how the audience makes meaning of the text(s) with reference to the process of signification and address.
- Discuss any authorial choices in the text(s) with reference to concepts like anchorage, metaphor, metonymy, and encoded reading paths
- Briefly outline the context these texts appear in – does this alter how the texts are read and/or constructed?
- Briefly outline any ideologies or intertexts that may inform these texts
- You may also want to mention the way the text(s) contribute to the public sphere (with reference to concepts like discourse, hegemony, and pluralism)

Please note: When you refer to secondary references in your analysis they should be properly referenced in Harvard Style. For more details see the Student Resources section at <http://www.utas.edu.au/journalism/>

Major essay

Part A: Media Industry Research Essay (1,200 words)

Part B: Profile (500 words).

Total words: 1,700 words

Worth: 40%

Due: Wk 9, Friday Sept 19, 4pm

Note: Both the Media Industry Research essay (Part A) and the Profile (Part B) must be submitted together with ONE assignment coversheet attached to the front.

PART A – 1,200 word Media Industry Research Essay

Question:

How has the notion of “celebrity” affected, changed or otherwise shaped the development of your media industry? Do you think it has moved the focus of your industry away from information and towards identity (or has this always been the case?)

Discuss in relation to a media industry of your choice.

In answering this question you should consider the following:

- Choose a media industry from one of those introduced in Weeks Five to Nine of the course.
- Use the lecture notes as a starting-point for further research.
- You should be able to provide an institutional, industrial and historical analysis of your industry that responds to the paragraph above. (eg. How have your particular media industry’s practices changed? *Have* they changed?)
- Make sure you answer the question. You need to argue both *how* the notion of celebrity has impacted on your industry *as well as* where your industry sits in the information versus identity debate. Is your industry more involved in providing information, offering up possible identities or somewhere between the two? Has this changed? Has it always been this way? Or is the industry in the process of changing?
- You should be able to use terminology relevant to your industry (eg. *mise-en-scene*, *flow*).
- The level of detail you provide and direction you take is entirely up to you as long as you address the question and provide evidence of secondary research. So you can focus on a few specific case-studies, indicative of a widespread industry trend, OR you can provide an overview of an industry with some examples.
- We recommend consulting SIX secondary references for this essay. These should be listed on a separate page in a “Works Cited” list. These are IN ADDITION to any material derived from lectures, tutorials or the set texts. At least THREE of these references should be to hard copy (books, papers, journals) materials. If you’re having difficulty, remember to start with Cunningham and Turner and Branston and Stafford. Look at their reading lists and research out from there.

In answering this question you may also want to consider:

- the relationship between your chosen media industry and other media industries. (eg. film and television, radio and the press. The exact nature of the relationship and number of comparative industries is up to you).
- the notion of “celebrity” in your media industry. (eg. Who might we understand as a celebrity in this particular industry? Is this notion of celebrity changing or developing? How does this alter the media industry as a whole?)
- how many media examples you use to illustrate your points. The choice of examples and range of examples is entirely up to you but the more examples you can refer to, the more persuasive your argument will be.
- use the first module of the course. Some of the terms and ideas around textual analysis may help you here.

PART B – 500 word Profile

Question: Provide a 500 word Profile of a fellow HEJ102 Introduction to Media Studies student.

In answering this question you should:

- Follow the style and structure advocated in the ‘Profiles’ lecture in Week Seven.
- Write the profile in an interesting and engaging way.
- Provide a concise one-sentence statement at the end of the profile (not included in the word count) of where this profile would be likely to appear. (eg. The Mercury, Who Magazine, Vanity Fair, etc.) Your profile should be appropriate for the context in which it appears (see below).

Please note: All secondary references in your Media Industry Research Essay should be properly referenced in Harvard Style. Further information can be accessed from <http://www.utas.edu.au/journalism/>

Both the Media Industry Research essay and the Profile must be submitted together. You will receive one mark out of forty (40) for both pieces of work.

REMEMBER: If you have any problems understanding what is required of you please see your tutor.

Also, you will find it easier if you start thinking about and researching your industry NOW rather than leaving everything until the week before it is due. Writing up your ideas can be done quickly, research cannot.

EQUIPMENT

We encourage you, where possible, to purchase your own recording devices. This will allow you to carry out media work in the field to supplement and support theoretical 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: 5% of the available marks for the first day, and then 2% per working day thereafter. Requests for extensions should be directed to your tutor before the due date.

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.

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)