



School of English, Journalism
& European Languages

Unit Outline

HEJ224/324
Television Theory
Semester 2, 2008
www.utas.edu.au/journalism

Convenor:	Dr Jason Bainbridge Room: SocSci 579 Phone: 6226 7146 Email: Jason.Bainbridge@utas.edu.au
Consultation Hours:	Monday 12:00 – 3:00pm
Unit Description:	This unit explores television in its wider cultural and social context by focusing on the theories and history of the medium. Through close textual analysis students will analyse the relationship between television and its audience. They will consider questions of gender and genre and develop an understanding of television's vital role in the public sphere. An introduction to how television works, how televisual research can be conducted and an appreciation of the relationship between conceptual theory and industrial practice, through examples from speakers in the industry, will also be provided.
Unit Aims and Objectives:	The major aims of this unit are: <ul style="list-style-type: none">• To familiarise students with the major theories, concepts and methods used in the study of television• To introduce students to the basics of researching and writing about television• To provide students with a basic knowledge of the history and practice of television in Tasmania, Australia and internationally• To encourage students to think critically about the social and cultural place of television, the production of television programs and the role of the television audience.
Learning Outcomes:	The major aims of this unit are: <ol style="list-style-type: none">1. To familiarise students with the major theories, concepts and methods used in the study of television2. To introduce students to the basics of researching and writing about television3. To provide students with a basic knowledge of the history and practice of television in Tasmania, Australia and

	<p>internationally</p> <p>4. To encourage students to think critically about the social and cultural place of television, the production of television programs and the role of the television audience.</p>
Required Texts:	<p>There is one set text. Students will need to have regular access to this for lectures, tutorials and exam preparation.</p> <p>Allen, Robert C. and Annette Hill (eds). <i>The Television Studies Reader</i>. London and New York: Routledge, 2004.</p> <p>* The text is available from the Co-Op Bookshop. * Additional handouts will be provided over the course of the semester.</p>
Recommended Texts:	<p>Will be provided at the lectures.</p>
When Taught:	<p>Lectures Tuesday 3:10 – 5:00pm, SB.Geo211.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 the second week of semester (week 15).</p>
Assessment:	<p>Media research essays totalling 3,000-words (40%); tutorial assessment (20%); two hour exam (40%)</p> <p>Please note: tutorial assessment refers to the Television Review (10%) and Television Journal (2 x 5%) which can stand in place of tutorial attendance if students prefer (see below for further details). There are no marks allotted for tutorial attendance and it is not a requirement of this course that students attend all tutorials, however students will find that regular tutorial attendance will assist in the acquisition of the four learning outcomes.</p> <p>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 HUM 557.</p> <p>You must read, fill-in and sign an assignment cover 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.</p> <p>Assignments must be typed, double-spaced, in 12 font, black ink and across an A4 page, and should be appropriately referenced in Harvard Style (a style sheet is provided on the Journalism, Media and Communications website: www.utas.edu.au/journalism). Please be aware this style may differ from other Schools).</p> <p>Before handing in, ensure you have:</p> <ul style="list-style-type: none"> • Read and understood the plagiarism statement contained in this unit outline. • Edited and redrafted your assignment.

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| | <ul style="list-style-type: none">• Proof read to ensure there are no pages missing, words missing, spelling errors or fragments of sentences.• Kept a copy of your assignment. |
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Attached copies of medical certificates if the assignment 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. Other tutors cannot grant extensions.)

LECTURE/SEMINAR SCHEDULE

Date	Topic	Lecturer
Week 14 July 15	<p>MODULE ONE: Institution</p> <p>First Hour: Introduction to Television. Second Hour: Sign-up for Tutorials.</p> <p>Tutorial: No tutorial Readings: Allen "Frequently Asked Questions" 1-27. Ouellette and Lewis "Moving Beyond the 'Vast Wasteland'" 52-66.</p>	Jason Bainbridge
Week 15 July 22	<p>First Hour: The Form of Television. Second Hour: Formats, Genres and Narratives.</p> <p>Tutorial: Readings: Mittell "A Cultural Approach to Television Genre Theory" 171-182. Corner "Adworlds" 226-242. Allen "Making Sense of Soaps" 242-258. Moran "The Pie and the Crust: Television Program Formats" 258-267.</p>	
Week 16 July 29	<p>The Changing Face of Television Production</p> <p>Tutorial: Readings: Ellis "Television Production" 275-293. Caldwell "Modes of Production: The Televisual Apparatus" 293-311.</p>	
Week 17 August 5	<p>First Hour: Australian Television Second Hour: Sport</p> <p>Tutorial: Readings: O'Regan "Australia's Television Culture" 79-92. Roscoe "Big Brother Australia: Performing the 'Real' Twenty-Four Seven" 311-322.</p>	

<p>Week 18 August 12</p>	<p><u>MODULE TWO: Representation</u></p> <p>First Hour: Individuals. Second Hour: Nations.</p> <p>Tutorial: Readings: Morley "Broadcasting and the Construction of the National Family" 418-442. Davies, Buckingham and Kelley "In the Worst Possible Taste: Children, Television and Cultural Value" 479-494</p>	
<p>Week 19 August 19</p>	<p>First Hour: Popular sociology Second Hour: Popular philosophy</p> <p>Tutorial: Readings: D'Acci "Television, representation and gender" 373-389. Becker "Prime-Time TV in the Gay Nineties" 389-404. Johnson "Welcome Home?" 404-418. Havens "'The Biggest Show in the World'" 442-457.</p>	
<p>Week 20 August 26</p>	<p>News</p> <p>Tutorial: Readings: Morse "News as Performance: The Image as Event" 209-226.</p>	
	<p>Mon 1 Sep – Fri 5 Sep Mid-Semester Break</p>	
<p>Week 21 September 9</p>	<p>First Hour: Franchises Second Hour: Television and the public sphere.</p> <p>Tutorial: Readings: Sparks "The Global, The Local and the Public Sphere" 139-151. Cunningham "Popular Media as Public 'Sphericules' for Diasporic Communities" 151-163.</p>	
<p>Week 22 September 16</p>	<p><u>MODULE THREE: Outside the Screen</u></p> <p>First Hour: Ratings. Second Hour: Researching the Audience.</p> <p>Tutorial: Readings: Seiter "Qualitative Audience Research" 461-479. McCarthy "Television while you wait" 494-509.</p>	

<p>Week 23 September 23</p>	<p>First Hour: Fans. Second Hour: Convergence.</p> <p>Tutorial: Readings: Hills “Defining Cult TV: Texts, Inter-Texts and Fan Audiences” 509-524. Couldry “Media Pilgrims: On the Set of <i>Coronation Street</i>” 332-343. Brooker “Living on <i>Dawson’s Creek</i>: Teen Viewers, Cultural Convergence, and Television Overflow” 569-581</p>	
<p>Week 24 September 30</p>	<p>The Future of Television.</p> <p>Tutorial: Readings: Hutchison “Protecting the Citizen, Protecting Society” 66-79. Fetveit “Reality TV in the Digital Era” 543-557. Poster “Postmodern Virtualities” 581-596.</p>	
<p>Week 25 October 7</p>	<p>Screening Week</p>	
<p>Week 26 October 14</p>	<p>Exam preparation.</p> <p>Tutorial: Exam preparation *Final collection of television journals.</p>	
	<p>Study Period: 20-24 October</p>	
	<p>Examination Period: 25 October - 11 November</p>	

ASSESSMENT

ASSIGNMENT HEJ224/324 Television Theory

Major Research Assignment

3,000 -words.
Worth: 40%

**Due: Week Twenty Three, Tuesday, September 23 by 4pm.
(Penalties will apply for late submission.)**

Major Research Assignment: Concept document (“the pitch”) and commentary

Length: 500 words (“the pitch”) + 2500 words (“the commentary”) = 3000 words

Task: You will submit two related pieces of work for this assessment.

The first will be a 500 word concept document (“the pitch”) for a new television program. Drawing on what you have been taught in the unit, this will be a generically appropriate discussion of your idea for a new television series.

Along with this concept document you will provide a properly referenced 1500 word research essay/commentary in which you discuss the reasoning behind your proposal.

The factors you should address in your commentary include (but need not be limited to):

- Budget
- Demographics
- Scheduling
- Any legislative concerns
- Any other issues, ideas or concepts emanating from the theoretical lectures or the guest lectures. (Additionally, these can relate to questions you or other students have asked the guest lecturers while they were here.)

You must correctly reference all information that you use, giving enough information so that the reader could find the original source (including page numbers for non-Internet materials).

You must provide at least 5 hard copy sources (and therefore not solely rely on Internet research.)

Marking criteria for this assessment:

Your concept document itself will be marked on the basis of creativity and originality.

The commentary will be marked according to the following criteria:

Marks will be awarded for:

Grammar and presentation

- Correct spelling
- Correct grammar
- Felicity of expression
- Appropriate layout

Appropriate use of evidence

- All factual claims about audiences, markets or programs these must be researched in order to ensure that they are correct
- All factual claims must be referenced

Strength of argument

- You must display a familiarity with the real-world constraints in place on television programming discussed in this unit.
- Convincing argument that program meets requirements of television station

Self-reliance and problem solving

The ability to address problems for oneself in the first instance, and to seek help only when one's own avenues of investigation have been exhausted.

Additionally: you will be asked to assess yourself and other members of your group.

This assessment is to be completed in groups (to be decided in tutorials and in consultation with your tutors). As television is a collaborative medium you are encouraged to work together and share ideas on your concept document.

The concept document should be written by the group. Individual copies of the concept document should accompany each commentary submitted.

However, the commentary should be completed INDIVIDUALLY by each group member relying on their own skills and research. You may share ideas if you wish but evidence that commentaries have been written in collaboration may lead to charges of plagiarism.

As noted above you should also provide a sheet assessing on a five point scale your own and other member's contributions.

This assessment will be due Week 23, Tuesday September 23 at 4pm.

This assignment is designed to assist students in the acquisition of Learning Outcomes 1-4.

Television Review

500 -word Review.
Worth: 10%

Due: Week Eighteen, Tuesday August 12 by 4pm

Question: You are asked to provide a review of a particular area of television.

You might want to write on the impact of a particular youth program (eg. *Gossip Girl*, *Family Guy*), a change in narrative style (eg. *Home & Away*, *Neighbours*), a particular perspective on a series (eg. *The Biggest Loser*, *Today Tonight*), on fashion in a television series, depiction of social problems, merchandising, fan clubs, must-see TV, reality TV, sports coverage, the state of current affairs, why some programs appeal more than others (eg. *Dancing with the Stars*), the impact of DVD collections, etc.

The choice of topic is deliberately broad – it's designed to allow you to focus on a particular area of television or issue around television that interests you.

You will write the review in a style suitable for publication in a paper like *The Mercury*.

But, importantly, this review should be informed by some secondary research. Therefore in addition to the review you should provide a short bibliography of between five and ten sources relating to your area. These should be a mix of scholarly and general secondary materials and could therefore relate to the series, the issue or the area more generally that you're writing about.

You can use references in the body of your review but these should be kept to an absolute minimum.

Quotes may also be used – but please use them sparingly.

Please be aware that 500 words is a strict word limit. Pieces over this length will lose marks.

This assessment is designed to assist students in the acquisition of Learning Outcomes 1-2.

Television Journal

Worth: 10%

Due: To be submitted twice during semester commencing at the Lecture in Week Seventeen, August 5 and again at the Lecture in Week Twenty-One, September 9.

The primary aim of the journal is for you to make connections between the facts, concepts and principles presented in the course to the television series that you consume and interpret each day.

A television journal is an excellent tool for:

- Encouraging reflection
- Examining beliefs and concepts
- Making connections within and between a variety of media contexts
- Promoting professional development and routine

The journal is designed to stimulate critical and analytical thinking in your interaction with television. You are being asked to look at your everyday life and viewing habits in an analytical way, to think about your beliefs and attitudes towards television and observe them more closely and critically.

Format:

This exercise requires you to routinely keep a journal that contains your ideas, thoughts and critical reflections on the readings and how they link to issues, events and personalities on television.

Emphasis should be placed on concepts and critical analysis as opposed to description. You should write about concepts and issues from the readings and the ways that these are presented and operate in television.

1. Your journal must be no larger than A4 in size.
2. Each entry into your journal must be dated.
3. Each entry must include (i) your responses, thoughts and/or ideas on the readings for each week *and* (ii) some sort of connection between these readings and the media you experience.
4. There is no minimum requirement for word length, but it is recommended that you complete at least one entry per week.
5. Journals can be typed or hand-written. The main requirement is that their contents are legible and coherent.
6. Students may include pictures, photos, drawings, etc, though there is no requirement to do so.

**The journal will be handed in twice during semester.
You receive 5% for each time you submit your journal.**

Some things to remember:

- This is not an exercise in simply reporting *what* happened on television last night, but one that asks you to reflect upon what you were watching in light of the readings, lecture and tutorials you are undertaking in your course.
- Don't deliberately try to change your viewing habits (i.e. watching more 'quality' television because you think you'll get a better mark). There are as many perfectly valuable points to be made about *The Bold and the Beautiful* as there is about the *SBS World News* or *Sunday Arts*. Having said that, a mix of shows (some factual, some dramatic, some a little of both) would be preferred.
- There is no 'magic' formula to journal writing. Students take an amazingly wide array of approaches. The point, however, is to make *critical* connections between the course and the television that you watch and/or read about.
- Students often display initial resistance to the idea of keeping a journal. After a few weeks of keeping a journal, however, they often find the process satisfying and a good way to make the materials and concepts presented in class connect to everyday experience. (You may even start having fun with it!)
- After a few weeks, look back at your first couple of entries and observe how these have changed compared to your latest entries. This is a good way to gauge your progress and how your thinking about the media is changing and/or developing

This assessment is designed to assist students in the acquisition of Learning Outcomes 1-4.

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)