



School of English, Journalism
& European Languages

Unit Outline

HEJ102 Journalism, Media and Communications 1B

Semester 2, 2009

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

Unit coordinator:	Dr Michelle Phillipov	
Contact details:	Room:	535
	Building:	Social Sciences
	Campus:	Sandy Bay, Hobart
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Consultation times:	Mondays 10am-12noon; 1pm-2pm.	
Unit description:	<p>This unit 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>	

<p>Unit aims and objectives:</p>	<p>The major aims of this unit are:</p> <ol 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 knowledge in the areas described in the Unit aims and objectives (above); 2. enhance skills in: <ol style="list-style-type: none"> a. written communication, with special emphasis on writing practice in the form of assignments, and b. oral communication, through participation in tutorial activities; 3. enhance skills in problem solving through assessment tasks and tutorial activities which develop research techniques in media studies; 4. develop their global perspective through the study of media texts from a range of national and cultural contexts.
<p>Required texts:</p>	<p>Bainbridge, Goc & Tynan. <i>Media & Journalism: New Approaches to Theory and Practice</i>. Oxford UP.</p> <p>Note: Required texts are stocked by and can be purchased from the Co-op Bookshop online or on campus. The library also holds copies of all required texts on reserve.</p>
<p>Recommended texts:</p>	<p>HEJ102 Unit Reader</p>

<p>MyLO site:</p>	<p>You can access the HEJ102 website through the Learning Online login page: http://www.utas.edu.au/coursesonline/ This page provides links to documents, lecture presentations and audio recordings, and many other resources that will be useful for you. It will be updated throughout the semester, so visit regularly.</p> <p>Contact the Service Desk if you have problems using Vista: 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 coordinator 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 offers the following free online training resources for students at http://www.utas.edu.au/it_training</p>
<p>Timetable:</p>	<p><u>Lecture:</u> Mon 3.10pm-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.</p> <p>The timetable for this unit can be viewed online at: http://student.admin.utas.edu.au/coursesenrolment/timetable/</p> <p>Students should attend all tutorials. Poor tutorial attendance may result in students being ineligible to sit the exam.</p>
<p>Assessment:</p>	<p>Minor assignment (20%), major essay (40%), 2-hr exam (40%)</p> <p>See pages 8-11 for further details.</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"> • have a cover sheet, showing the due date, your name and student number, and the title of the assignment; • use legible 12 pt 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'; and • have a title, e.g. 'Advertising Gender: Constructing the Media Message'. <p>Written work should be typed, and double spaced with wide margins on all sides, at least 2.5cm (top and bottom) and 3.17cm (left and right). This will enable markers to read your work quickly, and to place adequate comments in the margins.</p>
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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 of 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 re-draft 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

Week	Date	Topic	Lecturer
1	Monday 13 July	<p style="text-align: center;"><u>MODULE 1: TOOLS FOR MEDIA ANALYSIS</u></p> <p>1st Hour: Introduction 2nd Hour: Tutorial Allocation</p> <p>Tutorial preparation: No tutorial</p>	Michelle Phillipov
2	Monday 20 July	<p>1st Hour: Analysing Media Texts 2nd Hour: Understanding Advertising</p> <p>Tutorial preparation: Students should bring to class a selection of print advertisements (i.e. from magazines and newspapers) to discuss in relation to lectures and readings.</p> <p>Bainbridge, Jason. 'Media Texts' in Bainbridge, Goc and Tynan, pp. 155-173. (Textbook) Bainbridge, Jason. 'Textual Analysis and Media Research' in Bainbridge, Goc and Tynan, pp. 224-237. (Textbook)</p>	Michelle Phillipov
3	Monday 27 July	<p>1st Hour: Audiences and Representations 2nd Hour: Representing Gender</p> <p>Tutorial preparation: Students should bring to class a selection of magazine and newspaper articles to discuss in relation to lectures and readings (the focus will be on representations of gender)</p> <p>Bainbridge, Jason. 'Audiences and Representations' in Bainbridge, Goc and Tynan, pp. 174-194. (Textbook)</p>	Michelle Phillipov
4	Monday 3 August	<p>1st Hour: Political Economy 2nd Hour: Content Analysis</p> <p>Tutorial preparation: Hart, Elizabeth. 'Media Ownership' in Bainbridge, Goc and Tynan, pp. 400-408. (Textbook) Taylor, Lisa & Willis, Andrew 1999, 'Content Analysis', in <i>Media Studies: Texts, Institutions and Audiences</i>. (In Reader)</p>	Craig Norris Michelle Phillipov

5	Monday 10 August	<p align="center">MODULE 2: MEDIA INDUSTRIES</p> <p>1st Hour: Celebrity and Media Industries 2nd Hour: Advertising</p> <p>Tutorial preparation: Bainbridge, Jason. 'Celebrity' in Bainbridge, Goc and Tynan, pp. 195-212. (Textbook) Branston, Gill & Stafford, Roy 2006, 'Advertising and Branding', in <i>The Media Student's Book</i>, pp. 296-316. (In Reader)</p>	Michelle Phillipov Craig Norris
6	Monday 17 August	<p>1st Hour: Television 2nd Hour: Documentary</p> <p>Tutorial preparation: Bainbridge, Jason. 'Television: The Zoo' in Bainbridge, Goc and Tynan, pp. 110-125. (Textbook) Corner, John 2004, 'Documentary in a Post-Documentary Culture? A Note on Forms and their Functions'. (In Reader)</p>	Kate Nash Kate Nash
7	Monday 24 August	<p>1st Hour: Film 2nd Hour: Writing Celebrity Profiles</p> <p>Tutorial preparation: Students should bring to class a selection of celebrity profiles that they have found from magazines, newspapers and online.</p> <p>Bainbridge, Jason. 'Film: The Seventh Art' in Bainbridge, Goc and Tynan, pp. 93-109. (Textbook) Hart, Elizabeth & Tynan, Liz. 'Writing Features' in Bainbridge, Goc and Tynan, pp. 323-332. (Textbook)</p>	Kate Nash Michelle Phillipov
Mid-semester break: 31 August – 6 September 2009			
8	Monday 7 September	<p>1st Hour: Popular Music 2nd Hour: Radio</p> <p>Tutorial preparation: Homan, Shane 2006, 'Popular Music', in <i>The Media in Australia: Industries, Texts, Audiences</i>. (In Reader) Tynan, Liz. 'Radio: The Tribal Drum' in Bainbridge, Goc and Tynan, pp. 83-92. (Textbook)</p>	Michelle Phillipov Kate Nash

9	Monday 14 September	1st Hour: Public Relations 2nd Hour: Video Gaming Tutorial preparation: Tynan, Liz. 'Public Relations: Spin Cycle' in Bainbridge, Goc and Tynan, pp. 126-136. (Textbook) Flew, Terry 2008, 'Games: Technology, Industry, Culture', in <i>New Media: An Introduction</i> , Oxford, Oxford University Press, pp. 126-142. (In Reader)	Kate Nash Craig Norris
10	Monday 21 September	<u>MODULE 3: CONTEMPORARY ISSUES</u> 1st Hour: New Media 2nd Hour: Convergence Tutorial preparation: Bainbridge, Jason & Tynan, Liz. 'The New Media Environment' in Bainbridge, Goc and Tynan, pp. 335-356. (Textbook) Bainbridge, Jason. 'Convergence' in Bainbridge, Goc and Tynan, pp. 357-375. (Textbook)	Craig Norris
11	Monday 28 September	1st Hour: News Images – Representing Diversity 2nd Hour: Globalisation and Transmedia Tutorial preparation: Rane, Halim & Abdalla, Mohamad 2008, 'Mass Media Islam: The Impact of Media Imagery on Public Opinion'. (In Reader) Jenkins, Henry 2006, 'Searching for the Origami Unicorn: <i>The Matrix</i> and Transmedia Storytelling', in <i>Convergence Culture: Where Old and New Media Collide</i> , pp. 93-130. (In Reader)	Kate Nash Craig Norris
12	Monday 5 October	1st Hour: PR and Politics 2nd Hour: Music Criticism and Literary Journalism Tutorial preparation: Burton, Bob 2007, 'Governing with Spin', in <i>Inside Spin</i> . (In Reader) Klosterman, Chuck 2002, excerpt from <i>Fargo Rock City</i> . (In Reader)	Kate Nash Michelle Phillipov
13	Monday 12 October	Conclusion and Exam Revision Tutorial preparation: The final tutorial will focus on exam revision, so please come prepared with any questions that you have about the exam.	Michelle Phillipov
Study week: 19 – 23 October 2009			
Exam period: 24 Oct – 10 November 2009			

ASSESSMENT

Task	Due	Percentage
Minor Assignment: 1200 words	Week 4, Friday 7 August, 4pm	20%
Major Essay: 1700 words a. 1200 words b. 500 words	Week 9, Friday 18 September, 4pm	40%
Exam (2 hours)	TBA	40%

Minor Assignment (20%)	
Task description	Textual Analysis Exercise
Task length	1200 words
Links to learning outcomes	This assignment will assess Learning Outcomes 1, 2(a), 3 and 4
Submission instructions	The Minor Assignment must be submitted to essay box outside the School of English, Journalism and European Languages office by 4pm, Friday 7 August 2009 .

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 & Stafford 2006, p. 141)

with reference to a textual analysis of two texts:

Textual Analysis A will be of the Tassal salmon advertisement “the smart ones are doing it twiceaweek” (see over). This ad appeared in the magazine *New Idea* (March 2009). Note: A higher quality colour version of this advertisement 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 **cannot** be from the Tassal salmon series.

the smart ones
are doing it
twice a week.

Health experts recommend eating two serves of fish every week. Now Tassal, Tasmania's leading salmon producer, makes it easy and delicious with their new range of frozen salmon fillets, pastries and entertainers—twice a week.

twice a week® is rich in important Omega 3s for healthy hearts and active brains. Simple, convenient and handier than you can imagine.

Available in Woolworths and Safeway freezers.

www.tassal.com.au

tassal
PURE TASMANIA

Structure:

The first paragraph should introduce how you will respond to the quote and state your purpose in writing the essay. It should also state the **argument** of your 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:

- How the audience makes meaning from the text(s), with reference to the processes of signification and address.
- Authorial choices in the text(s), such as anchorage, metaphor and metonymy.
- The context these texts appear in – does this alter how the texts are read and/or constructed? (A brief outline of this would be sufficient)
- Any ideologies or intertexts that may inform these texts

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 of the School's website at <http://www.utas.edu.au/journalism/>

Major Essay (40%)	
Task description	Part A: Media Industry Research Essay; Part B: Profile
Task length	1700 words total (1200 words Part A; 500 words Part B)
Links to learning outcomes	This assignment will assess Learning Outcomes 1, 2(a), 3 and 4
Submission instructions	The Major Essay must be submitted to essay box outside the School of English, Journalism and European Languages office by 4pm, Friday 18 September 2009 . 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 – Media Industry Research Essay (1200 words)

Question:

How has the notion of “celebrity” affected, changed or otherwise shaped the development of your media industry? Discuss in relation to a media industry of your choice.

In answering this question, you should:

- Choose a media industry from one of those introduced in Weeks 5-9 of the unit.
- Use the lecture notes as a starting-point for further research.
- Make sure you answer the question! You should be able to provide an institutional, industrial and historical analysis of your industry that responds to the question above. (eg. How have your particular media industry’s practices changed? *Have* they changed?)
- Use terminology relevant to your industry (e.g. mise-en-scene, flow).
- Use **at least** SIX secondary references. 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 the set texts. Look at their reading lists and research out from there.

You may also want to consider:

- 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 want to 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. It is up to you whether you focus on a few specific case studies that you see as indicative of a widespread industry trend, OR if you provide an overview of an industry with a number of examples.
- If the terms and ideas around textual analysis (from Module 1) could help you to describe more precisely how celebrity functions in your chosen media industry.

PART B – Profile (500 words)

Question:

Provide a 500 word ‘Celebrity Profile’ of a fellow HEJ102 Journalism, Media and Communications 1B student.

In answering this question you should:

- Follow the style and structure described in the ‘Writing Celebrity Profiles’ lecture in Week 7.
- 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.

Please note: All secondary references in your Research Essay should be properly referenced in Harvard Style. Further information can be accessed from the School’s website at <http://www.utas.edu.au/journalism/>

Both the Research Essay and the Profile must be submitted together. You will receive one mark 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.

Exam	
Task length	2 hours
Links to learning outcomes	This assignment will assess Learning Outcomes 1, 2(a), 3 and 4
Submission instructions	Date for exam TBA

School of English, Journalism and European Languages

IMPORTANT INFORMATION

Submission of assignments

Students are required to submit a signed assignment cover sheet with every assignment. The cover sheet includes a declaration that all material submitted is the students' own work except where there is clear acknowledgement or reference to the work of others. Assignment cover sheets are available from the School office or the School website. **Assignments submitted without a completed, 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 should be completed within two weeks of the assignment due date.

Assignments must be submitted in hard copy (not by email) via the assignment slot at the School office. If there are additional submission requirements (eg the use of Turnitin) this will be specified in your unit outline. Students are required to keep copies of all submitted assignments.

Late assignments

Undergraduate units (100, 200 and 300 level)

Late submissions will be penalised as follows: 5% of the available marks for the first day, and then 2% per working day thereafter.

Honours and postgraduate coursework units (400, 500 and 600 level)

Late submissions will be penalised as follows: 10% of the available marks per day for the first five (5) working days and 50% on the following day.

Honours and postgraduate research project units (400 and 700 level)

Honours and postgraduate research project submission due dates are treated as the equivalent of exam dates and therefore, late submissions will not be accepted.

Late work will be accepted without penalty if accompanied by a medical certificate for the relevant period or equivalent documentation in the case of a serious non-medical reason but you must contact the unit coordinator prior to the assignment due date.

Return of marked 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. In some cases, particularly where an assignment is the final, exam equivalent piece of assessment, the marked assignment may not be returned until after final unit results have been released.

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.academicintegrity.utas.edu.au/>. 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.

Referencing

The English, French and German disciplines and the Screen Studies major use MLA Style and the Journalism, Media and Communications discipline uses the Harvard style of referencing. For more information about referencing, and brief introductory guides for each of these styles, please refer to: <http://www.utas.edu.au/ejel/referencing.html>

Marking scale

Undergraduate and Postgraduate Coursework units

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

High Distinction (HD)—80-100%

Distinction (DN)—70-79%

Pass (PP)—50-59%

Credit (CR)—60-69%

Fail (NN)—0-49%

Honours

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

First Class (HF)—80-100%

Second Class upper division (HU)—70-79%

Second Class lower division (HL)—60-69%

Third Class (HT)—50-59%

Fail (HN)—0-49%

All marks are subject to moderation.

Equipment loans

Please note that some units taught in the school may require access to sound and/or video recording equipment. Although access to equipment may be provided 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.

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 Student Services staff as soon as possible. Please see <http://www.studentservices.utas.edu.au> for more information about the support services available to students.

IT support

MyLO: <http://www.utas.edu.au/coursesonline/>

IT help desk: <http://www.utas.edu.au/servicedesk/student/index.html>