



***School of English, Journalism
and European Languages***

Faculty of Arts

**HEJ335
Media and Music**

Semester 2, 2010

Unit Outline

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CRICOS Provider Code: 00586B

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Unit description

This unit analyses the engagement between music and various media forms. It explores music as an integral component of a range of media, including television, journalism and digital media technologies, and develops students' understanding of music as both a cultural resource and a key media industry. This unit will include a practical component focussed on music journalism and other forms of professional music writing to further students' critical understanding of the links between music and media.

Intended learning outcomes

On completion of this unit, you should be able to:

1. Describe, explain and analyse the main industrial, institutional and cultural contexts within which music functions in local and global media industries;
2. Demonstrate practical skills in music journalism and related forms of professional music writing;
3. Critically assess and evaluate your own writing practices;
4. Synthesise and evaluate debates surrounding the role of music within contemporary media industries.

Generic graduate attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

Knowledge: *through research and application of concepts from theory and professional practice*

Communication skills: *through written assignments and through the development of professional skills such as interviewing and group workshopping*

Problem-solving skills: *through assessment tasks in media analysis and through workshopping activities*

Global perspective: *through the analysis of industries and texts from a range of contexts*

Social responsibility: *through the development of knowledge of the ethical and professional contexts of music journalism practice*

Alterations to the unit as a result of student feedback

The University of Tasmania regularly requests feedback from students through the Student Evaluation of Teaching and Learning (SETL) process. Changes to units stemming from student responses to texts and teaching strategies are regularly implemented in the School of English, Journalism and European Languages.

Learning expectations and teaching strategies/approaches

Expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

The University's Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Learning resources required

Requisite texts

HEJ335 Media and Music Unit Reader

The required text can be purchased from UniPrint. The library also holds copies of all required texts on reserve.

E- (electronic) resources

MyLO

You can access the HEJ335 website through the *Learning Online* login page: <http://www.utas.edu.au/courseonline/> This page provides links to documents, lecture presentations and audio recordings that will be useful for you. It will be updated throughout the semester, so visit regularly.

Contact the Service Desk if you have problems with MyLO:

Website: <http://www.utas.edu.au/servicedesk>

Ph: 6226 1818; 1300 304 903 (local call from within TAS, mobiles excepted)

Email: servicedesk@utas.edu.au

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. Please see UConnect at <http://uconnect.utas.edu.au/> for information about computer software you will need.

Note: Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 1818 if you experience difficulties.

See *MyLO: Information for Students* for further information about accessing MyLO.

Details of teaching arrangements

Lectures

The timetable for this unit can be viewed online at:
<http://student.admin.utas.edu.au/coursesenrolment/timetable/>

Tutorials

Tutorials are offered at a variety of times. Students will be instructed on how to sign up for a tutorial group in the first lecture. Tutorials begin in Week 2 (week beginning 19 July).

Occupational health and safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at:
http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

Specific attendance/performance requirements

Students should attend all lectures and attend and participate in their weekly tutorial. Students should read the week's readings in preparation for each tutorial. Students who fail to attend classes may be disadvantaged in this unit.

Assessment

Assessment schedule

Assessment task	Task length	Date due	Percent weighting	Links to Intended Learning Outcomes
Assessment Task 1: Media Industry Analysis	1500 words	4pm, Monday 9 August (Week 5)	20%	1, 4
Assessment Task 2: Music Journalism and Exegesis	2000 words	4pm, Monday 20 September (Week 10)	40%	1, 2, 3
Exam	2 hours	TBA	40%	1, 4

Assessment details

Assessment task 1: Media Industry Analysis

Task description Analyse a contemporary example of synergy and/or convergence involving music in a media industry of your choice.

You should choose a clear case study as the basis of your analysis (e.g. *Guitar Hero*, popular songs on *Glee*, indie rock and the *OC*). Your analysis should be written in a report form that uses the following sub-headings:

Context

- Provide a brief description of the case study under examination (e.g. “*Guitar Hero* is a video game first released in... by... It involves... It has sold...copies)
- Explain whether your case study an example of synergy and/or convergence involving media and music. Briefly describe the nature of this synergy and/or convergence (e.g. *Guitar Hero* represents a convergence of the music and video game industries...)

Theoretical Background

- Choose **one** of the three theoretical concepts introduced in Weeks 2-4 (signifying practices, production of cool, affect)
- Provide a brief context and background for this concept (i.e. explain the meaning of this concept)

Analysis

- Analyse in detail how the synergy and/or convergence ‘works’, with reference to:
 - The industrial and cultural factors that characterise contemporary music production, circulation and promotion
 - How your chosen theoretical concept (signifying practices, production of cool, affect) helps us to better understand the media industry’s use of music as an economic and cultural resource
 - Specific and detailed examples from your chosen case study
- This section should be logically structured and should advance a clear argument about the role of synergy and/or convergence in the music and media industries.
- This section should form the bulk of your Media Industries Analysis.

Conclusion

- Provide a brief summary of the main points raised in the Analysis
- Assess the overall effectiveness of the media industry’s use of music as an economic and cultural resource in your chosen case study.

Assessment criteria	Identification of an appropriate example of synergy and/or convergence in a relevant media industry
	Quality of analysis, including knowledge and application of relevant theory, concepts and industry contexts
	Effectiveness and appropriateness of evidence provided from chosen case study
	Ability to support analysis with evidence drawn from relevant scholarly and other literature
	Clarity and strength of argument
	Clarity and effectiveness of written expression
	Adherence to the conventions of report form, as outlined above
	Correctness and consistency of Harvard referencing style
Date due	4pm, Monday 9 August (Week 5)

Assessment task 2: Music Journalism and Exegesis

Task description

The Music Journalism

Write a piece of music journalism in any **one** of the following styles:

1. Live Review
2. Artist Profile
3. Artist Biography (Bio)

If choosing to write a **Live Review**, this must be of a live musical performance (of any style or genre) that occurred between Weeks 1 and 8 of the unit.

The live review should adhere to the JMC style guide. Further information about writing live reviews will be provided in the relevant lecture.

Include a concise one-sentence statement at the end of the review (not included in the word count) of where the review would likely appear (e.g. *Sauce*, *Rolling Stone*, *The Age*, etc). Your review should be appropriate for the context in which it appears.

If choosing to write the **Artist Profile**, this must be based on an interview with a musician or other relevant person involved in the music industry.

The artist profile should adhere to the JMC style guide. Further information about writing artist profiles will be provided in the relevant lecture.

Include a concise one-sentence statement at the end of the profile (not included in the word count) of where the review would likely appear (e.g. *Sauce*, *San Francisco Chronicle*, *The Mercury*, etc). Your profile should be appropriate for the context in which it appears.

This task must be submitted with a signed Interview Consent Form B, available on the JMC website. Assignments submitted without a signed consent form will not be marked.

If choosing to write the **Bio**, this must be written for a currently active band/artist (at the same of undertaking the unit), and must be written in consultation with the musicians concerned.

The bio should adhere to the JMC style guide. Further information about writing bios will be provided in the relevant lecture.

Please be prepared to workshop your idea in tutorials, Weeks 5-8.

The Exegesis

The exegesis should situate your piece of music journalism within the context of professional music journalism and/or other relevant professional music writing practices. It must be written in the style of an academic essay, and should contextualise your own authorial choices in the journalism piece within the broader principles, practices and conventions of music writing that are addressed in the unit.

Specifically, the exegesis should address the following points:

- The choice of subject matter
- The process of research (including interviewing, if applicable)
- The process of writing, including structure, language choice, etc.

Note: The music journalism and exegesis should **total** 2000 words. The exegesis must be a **minimum** of 500 words.

Assessment criteria

The Music Journalism

Effectiveness of application of principles, practices and conventions of professional music writing, relevant to the style of writing chosen (i.e. live review, artist profile, bio)

Clarity and effectiveness of the written expression, including appropriateness of language use, and accuracy of grammar, spelling and punctuation

Effectiveness of description and use of speech (where relevant)

Presence of creative flair, including style and tone, within the boundaries of the relevant writing conventions

Appropriateness of publication context

The Exegesis

Ability to describe and analyse the broader contexts, conventions and practices of professional music writing, as relevant to the style of writing chosen (i.e. live review, artist profile, bio)

Ability to support analysis with evidence drawn from relevant scholarly literature

The extent to which the exegesis is presented in the style of an academic essay, including appropriateness of structure and written expression, and the correctness of Harvard referencing style

Date due

4pm, Monday 20 September (Week 10)

Exam

Description / conditions	Two hour written exam; no materials will be permitted in the exam. More information about the exam will be provided in the final lecture in Week 13
Assessment criteria	Demonstration and application of knowledge from weeks 2-12 Ability to cite and interpret relevant examples Clearly structured discussion around major issues Demonstration of thinking critically and independently Clarity and effectiveness of written expression
Date	<i>The exam is conducted by the University Registrar in the formal examination period. See the Current Students homepage (>Examinations and Results) on the University's website.</i>

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 your own work except where there is clear acknowledgement or reference to the work of others. Assignment cover sheets are available from the School office and 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.

Assignment cover sheets can be downloaded from
http://www.utas.edu.au/ejel/student_resources/student_resources.htm

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.

Penalties

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.

Requests for extensions

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.

How your final result is determined

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%
- Credit (CR)—60-69%
- Pass (PP)—50-59%
- Fail (NN)—0-49%

All marks are subject to moderation.

Review of results and appeals

Please refer to the **Student Resources** page on the School's website for information that addresses how to apply for a review of assessment, make an appeal or seek clarification regarding any assessment practices in this unit:

http://www.utas.edu.au/ejel/student_resources/student_resources.htm

Academic referencing

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The English, French and German disciplines use MLA Style. 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>

For general information on presentation of assignments, including referencing styles:

<http://utas.libguides.com/referencing>

Please read the following statements on academic misconduct and plagiarism. Should you require clarification please see your unit coordinator or lecturer.

Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination and any other conduct by which a student:

- a) seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or
- b) improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit 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/>

Plagiarism

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.

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.

For further information on this statement and general referencing guidelines, see <http://www.utas.edu.au/plagiarism/> or follow the link under 'Policy, Procedures and Feedback' on the **Current Students** homepage.

Further information and assistance

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 are advised to raise these with your lecturer in the first instance.

There is a range of University-wide support services available to you including Teaching & Learning, Student Services, International Services. Please refer to the **Current Students** homepage at: <http://www.utas.edu.au/students/>

Should you require assistance in accessing the Library visit their website for more information at <http://www.utas.edu.au/library/>

You are also welcome to contact the School of English, Journalism and European Languages with any enquiries:

Room 557, Humanities Building
Sandy Bay campus, Hobart

Tel: (03) 6226 2347

Fax: (03) 6226 7631

Email: SEJEL.admin@utas.edu.au

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

Unit schedule

Week	Date beginning	Topic	Further information
1	12 July	<u>MODULE 1: SYNERGY, CONVERGENCE AND THE MEDIA INDUSTRIES</u> Introduction to Media and Music	No tutorial Week 1
2	19 July	Music and Film	
3	26 July	Music and Television	
4	2 August	Music and Digital Media	
5	9 August	<u>MODULE 2: MUSIC JOURNALISM AND PROFESSIONAL MUSIC WRITING</u> The Music Media	<u>Assignment 1 due:</u> 4pm, Mon 9 August
6	16 August	Reviewing	
7	23 August	Profiles and Biographies	
Mid-semester break: 30 August – 5 September 2010			
8	6 September	Promotions Writing	
9	13 September	<u>MODULE 3: KEY QUESTIONS IN MEDIA AND MUSIC</u> Is Music 'Piracy' Morally Wrong?	
10	20 September	Is Popular Music Sexist?	<u>Assignment 2 due:</u> 4pm, Mon 20 Sept
11	27 September	Is Pop Music Merely a Manufactured Commodity?	
12	4 October	Can Music Influence Our Thoughts and Behaviours?	
13	11 October	Conclusion and Exam Preparation	
Study period: 18 – 22 October 2010			
Examination period: 23 October – 9 November 2010			