



School of English, Journalism
& European Languages

Unit Outline

HEJ327 Media Cultures

Semester 1, 2009

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

Convenor:	Michelle Phillipov Room: SocSci 535 Phone: 6226 2784 Email: Michelle.Phillipov@utas.edu.au
Consultation Hours:	Wednesday 9.00am-12 noon
Unit Description:	This unit analyses the role of the media as a cultural resource. It explores the historical and cultural contexts of a broad range of popular media examples including animation, television drama and comic books and analyses the relationships media develop with their audiences. Students will gain both an understanding of how media industries operate as cultural industries and the societal impact of these cultural formations.
Unit Aims and Objectives:	The major aims of this unit are: <ul style="list-style-type: none">• To familiarise students with a range of theories, concepts and methods used in the study of media texts• To introduce students to the basics of researching and writing about a wide variety of media forms• To provide students with a basic knowledge of some of the historical and cultural contexts within which media functions in Tasmania, Australia and internationally• To encourage students to think critically about the social and cultural place of media and the production of media texts.
Learning Outcomes:	At the completion of this unit students will: <ol style="list-style-type: none">1. Have an awareness of the major theories, concepts and methods used in the study of media texts2. Have been introduced to the basics of researching and writing about a wide variety of media forms

	<p>3. Have a basic knowledge of some of the historical and cultural contexts within which media functions in Tasmania, Australia and internationally</p> <p>4. Be able to think critically about the social and cultural place of media and the production of media texts</p>
<p>MyLO site:</p>	<p>You can access the HEJ327 website through the Learning Online login page: www.utas.edu.au/coursesonline/</p> <p>This page provides links to documents, lecture presentations, and other resources which will be useful to 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 the Unit Convenor if you have a problem related to the course content or assessment.</p>
<p>Required Texts:</p>	<p>HEJ327 Reader</p> <p>Students will need to have regular access to this for lectures, tutorials and exam preparation. Additional readings may be provided at some lectures.</p>
<p>When Taught:</p>	<p>Lecture Tues 11.00am-12.15pm, SB.UniCentre103.Flex</p> <p>Tutorial Tues 3.10pm-4.00pm, SB.Hum346 Tues 4.10pm-5.00pm, SB.Hum346 Wed 1.10pm-2.00pm, SB.SocSci213</p>
<p>Assessment:</p>	<p>3500 words internal assignments (60%), two-hour exam (40%)</p> <p>Students must complete every assignment and sit the two-hour exam. Failure to do so will result in a fail grade in this unit.</p> <p>Media Cultures Reviews (20%)</p> <p>Reviews of two of the lectures (500 words each, each is worth 10%).</p> <p>These reviews will assess Learning Outcomes 1-4.</p> <p>Further guidelines are included in this unit outline.</p> <p>Due dates: reviews should be submitted to the School office one week after the lecture. <i>Please note: one review must be submitted by week 7.</i></p>

	<p>Research Essay (40%)</p> <p>Analysis of a specific media culture using theories, concepts or methods introduced in this unit (2500 words)</p> <p>This assignment will assess Learning Outcomes 1-4.</p> <p>Further guidelines are included in this unit outline.</p> <p>Due date: Monday 27 April, 4pm (week 9)</p> <p>Exam (40%)</p> <p>Two hour exam. Date tba.</p> <p>The Exam will assess Learning Outcomes 1-4.</p> <p>Advice on the exam will be provided in the final lecture.</p> <p>Late submissions</p> <p>Late submissions will be penalised as follows: 5% for the first day, and then 2% per working day thereafter.</p>
<p>Assignment Presentation</p>	<p>You must read, fill in and sign a HEJ 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 email or fax. This must be done for all assignments, including Reviews.</p> <p>Assignments must be typed, double-spaced, in 12 point font, black ink and across an A4 page, and should be appropriately referenced in Harvard style. 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 Essay and Reviews • Proof read to ensure there are no pages missing, words missing, spelling errors or fragments of sentences • Keep a copy of your Essay and Reviews • Attached copies of medical certificates or other relevant documentation if the Essay/Review is late. Late penalties will only be waived if appropriate documentation is provided.
<p>Attendance Requirements</p>	<p>Regular tutorial attendance is required and an attendance roll will be taken. If you fail to satisfy the attendance requirements and/or complete all assessments you may be deemed ineligible to sit the exam or be required to submit additional work.</p>

LECTURE/SEMINAR SCHEDULE

Date	Topic	Lecturer
<p>Week 1 Tues 24 Feb</p>	<p>INTRODUCTION: What are Media Cultures?</p> <p>Readings:</p> <p>Real, Michael R. 1996, 'Clues to the Study of Media Culture', in <i>Exploring Media Culture</i>, Sage, Thousand Oaks, pp. 23-25.</p> <p>McKee, Alan 2003, 'What is Textual Analysis?', in <i>Textual Analysis: A Beginner's Guide</i>, Sage, London, pp. 1-33.</p> <p>No tutorial in Week 1</p>	<p>Michelle Phillipov</p>
<p>Week 2 Tues 3 Mar</p>	<p>MODULE 1: NEWS CULTURES</p> <p>Ideologies in/of News and Current Affairs</p> <p>Readings:</p> <p>Williams, Kevin 2003, 'Ways of Making You Think: Theories of Ideology and Meaning', in <i>Understanding Media Theory</i>, Arnold, London, pp. 145-164.</p> <p>Holmes, David 2005, 'Theories of Broadcast Media', in <i>Communication Theory: Media, Technology, Society</i>, Sage, London, pp. 20-36.</p> <p>Althusser, Louis 1971, 'Ideology and Ideological State Apparatuses', in <i>Literary Theory: An Anthology</i>, eds Julie Rivkin & Michael Ryan, Blackwell, Malden, pp. 294-304.</p>	<p>Michelle Phillipov</p>
<p>Week 3 Tues 10 Mar</p>	<p>Media Discourses</p> <p>Readings:</p> <p>Allen, Stuart 1998, 'News from NowHere: Televisual News Discourse and the Construction of Hegemony', <i>Approaches to Media Discourse</i>, eds A. Bell & P. Garrett, Blackwell, London, pp. 105-141.</p> <p>Lines, Gill 2001, 'Villains, fools or heroes? Sports Stars as Role Models for Young People', <i>Leisure Studies</i>, vol. 20, no. 4, pp. 285-303.</p>	<p>Michelle Phillipov</p>

<p>Week 4 Tues 17 Mar</p>	<p>The Monstrous Maternal: The Media's Representation of the 'Bad' Mother</p> <p>Readings:</p> <p>Goc, Nicola 2008, 'Media Narratives: The "Murdering Mother"', <i>Media and Journalism: New Approaches to Theory and Practice</i>, eds Jason Bainbridge, Nicola Goc & Liz Tynan, Oxford University Press, Oxford, pp. 213-223.</p> <p>To be provided in class</p>	<p>Nicola Goc</p>
<p>Week 5 Tues 24 Mar</p>	<p>Magazine Cultures</p> <p>Readings:</p> <p>Hall, Stuart 1996, 'Who Needs Identity', in <i>Questions of Cultural Identity</i>, eds Stuart Hall & Paul du Gay, Sage, London, pp. 1-17.</p> <p>Ostermann, Ana Cristina & Keller-Cohen, Deborah 1998, "Good Girls go to Heaven; Bad Girls..." Learn to be Good: Quizzes in American and Brazilian Teenage Girls' Magazines', <i>Discourse and Society</i>, vol. 9, pp. 531-558.</p>	<p>Michelle Phillipov</p>
<p>Week 6 Tues 31 Mar</p>	<p>MODULE 2: VISUAL CULTURES</p> <p>Television Drama and 'Myths of Oz'</p> <p>Readings:</p> <p>Dyer, Richard 1997, excerpt from 'The Matter of Whiteness', in <i>White</i>, Routledge, London, pp. 1-14.</p> <p>Moreton-Robinson, Aileen 2004, 'Whiteness, Epistemology and Indigenous Representation', in <i>Whitening Race: Essays in Social and Cultural Criticism</i>, ed. Aileen Moreton-Robinson, Aboriginal Studies Press, Canberra, pp. 75-88.</p> <p>Aquila, Pieter 2000, 'Wog Drama and 'White Multiculturalists': The Role of Non Anglo-Australian Film and Television in Shaping a National Identity', <i>Journal of Australian Studies</i>, vol. 65, pp. 104-108.</p>	<p>Michelle Phillipov</p>

<p>Week 7 Tues 7 April</p>	<p>TV and the Turn to 'Reality'</p> <p>Readings:</p> <p>Fairchild, Charles 2007, 'Building the Authentic Celebrity: The 'Idol' Phenomenon in the Attention Economy', <i>Popular Music and Society</i>, vol. 30, no. 3, pp. 355-375.</p> <p>De Solier, Isabelle 2005, 'TV Dinners: Culinary Television, Education and Distinction', <i>Continuum: Journal of Cultural and Media Studies</i>, vol. 19, no. 4, pp. 465-481.</p>	<p>Michelle Phillipov</p>
<p>Easter Break – Thurs 9 April – Wed 15 April</p>		
<p>Week 8 Tues 21 April</p>	<p>Postmodern Television</p> <p>Readings:</p> <p>Hutcheon, Linda 2002, 'The Politics of Parody', in <i>The Politics of Postmodernism</i>, Routledge, London & New York, pp. 89-113.</p> <p>Weinstein, David 1998, 'Of Mice and Bart: <i>The Simpsons</i> and the Postmodern', in <i>Postmodernism in the Cinema</i>, ed. Cristina Delgi-Esposti, Berghahn, New York & Oxford, pp. 60-72.</p>	<p>Michelle Phillipov</p>
<p>Week 9 Tues 28 April</p>	<p>Anime and Manga</p> <p>Readings:</p> <p>Norris, Craig to be published 2009, 'Manga, Animation and Visual Art', in <i>The Cambridge Companion to Modern Japanese Culture</i>, ed. Y. Sugimoto, Cambridge University Press, Melbourne, pp. 236-260.</p>	<p>Craig Norris</p>
<p>Week 10 Tues 5 May</p>	<p>MODULE 3: MUSIC CULTURES</p> <p>Scenes, Subcultures and Neo-tribes</p> <p>Readings:</p> <p>Hebdige, Dick 1979, excerpt from <i>Subculture: The Meaning of Style</i>, Routledge, London & New York, pp. 113-127.</p> <p>Gelder, Ken 2007, 'Subcultures and Cultural Studies: Community, Class and Style at Birmingham and Beyond', in <i>Subcultures: Cultural Histories and Social Practice</i>, Routledge, London & New York, pp. 83-106.</p>	<p>Michelle Phillipov</p>

<p>Week 11 Tues 12 May</p>	<p>Music and Moral Panic</p> <p>Readings:</p> <p>Cohen, Stanley 1980, excerpts from <i>Folk Devils and Moral Panics: The Creation of the Mods and Rockers</i>, Basil Blackwell, Oxford, pp. 9-12, 16-26.</p> <p>McRobbie, Angela 1994, 'Moral Panic in the Age of the Postmodern Mass Media', in <i>Postmodernism and Popular Culture</i>, Routledge, London & New York, pp. 198-219.</p>	<p>Michelle Phillipov</p>
<p>Week 12 Tues 19 May</p>	<p>Music and the Digital Revolution</p> <p>Readings:</p> <p>Sandall, Robert 2007, 'Off the Record', <i>Prospect Magazine</i>, vol. 137, viewed August 2007, <www.prospect-magazine.co.uk/printarticle.php?id=9735>.</p> <p>Rodman, Gilbert B. & Vanderdonckt, Cheyanne 2008, 'Music for Nothing, or I Want my mp3: The Regulation and Recirculation of Affect', <i>Cultural Studies</i>, vol. 20, no. 2-3, pp. 245-261.</p>	<p>Michelle Phillipov</p>
<p>Week 13 Tues 26 May</p>	<p>Exam Preparation</p>	<p>Michelle Phillipov</p>
	<p>Study Period: 1-5 June</p>	
	<p>Examination Period: 6-23 June</p>	

ASSESSMENT

Media Cultures Reviews (20%)

Length: 500 words each (worth 10% each)

Due dates: reviews must be handed in to the School office one week after the lecture. *Please note: one review must be submitted by week 7*

To score a passing grade for this assignment, lecture reviews should demonstrate:

- an adequate understanding of the theories, concepts and/or methods introduced that week.
- an adequate understanding of the social and cultural place of media and the production of media texts (e.g. an understanding of the implications of media representations and/or production practices).
- familiarity with the weekly readings
- adequate communication and writing skills.

Higher grades for this assignment will be awarded for:

- more complex understandings of the theories, concepts and/or methods introduced that week.
- more complex understandings of the social and cultural place of media and the production of media texts
- evidence of critical/analytical engagement with the theories, concepts, methods, ideas or issues addressed (for example, a review might further tease out some of the complexities of the theory/concepts, provide additional examples that might confirm or complicate the theory/concepts, or offer alternative readings of media texts).
- evidence of wider reading/research (beyond the weekly readings)
- high level communication and writing skills.

The Media Culture reviews will be marked using the Feedback Sheet included in this unit outline.

Research Essay (40%)

Length: 2500 words

Due date: Monday 27 April, 4pm (week 9)

In the Research Essay, students choose a specific media culture to analyse and explore using theories, concepts and/or methods introduced in this unit.

The media culture *must* be clear and identifiable. It can be text-based (e.g. women's magazines, video games, horror films), or it can be community-based (e.g. subcultures, fan cultures, music scenes).

Make sure that what you have chosen is manageable (e.g. analyse *Cleo* magazine rather than women's magazines as a whole; choose *Grand Theft Auto* rather than video games as a whole).

The media culture you choose does *not* have to be one of the media cultures discussed in this unit (although the essay *must* use theories, concepts and/or methods from this unit).

Essays must demonstrate:

- understanding of the relevant theories, concepts and/or methods, including an ability to *apply* these to the analysis of your chosen media culture *
- understanding of the social and cultural place of media and the production of media texts (e.g. an understanding of the implications of media representations and/or production practices).
- evidence of research and argument
- effective communication and writing skills.

** Please note: although you must demonstrate application of the theories, concepts and/or methods introduced in this unit to the analysis of your chosen media culture, these do not have to 'match up' to those used in lectures in tutorials (for example, lectures may analyse food television using the theory of cultural capital; the Research Essay could use the theory of cultural capital to analyse women's magazines or music subcultures—or a range of other media cultures).*

Essay questions will be provided in class. Questions will be reasonably broad so as to allow students to adapt them to their own topics of interest.

The Research Essay will be marked using the Feedback Sheet included in this unit outline.

**HEJ327
Media Cultures
Assignment Feedback Sheet**

Student: _____ **Assignment:** Review 1 2

Criteria	Achievement Level*	Comment
Understanding of the relevant issues, theories, concepts and/or methods	1 2 3 4 5	
Evidence of critical/analytical engagement with the relevant issues, theories, concepts and/or methods	1 2 3 4 5	
Evidence of reading/research	1 2 3 4 5	
Clarity and effectiveness of written expression	1 2 3 4 5	
Structure and presentation	1 2 3 4 5	

* 5 = excellent, 4 = good, 3 = average, 2 = below average, 1 = very poor or incomplete

Comments:

Result:

**HEJ327
Media Cultures
Assignment Feedback Sheet**

Student: _____ **Assignment:** Research Essay

Criteria	Achievement Level*	Comment
Appropriate choice of media culture	1 2 3 4 5	
Evidence of research	1 2 3 4 5	
Evidence of a clear and consistent argument	1 2 3 4 5	
Understanding of relevant theories, concepts and/or methods	1 2 3 4 5	
In-depth treatment of the subject matter	1 2 3 4 5	
Appropriate examples or evidence to support points	1 2 3 4 5	
Accurate and consistent use of scholarly writing conventions (appropriate referencing, use of appropriate language, etc)	1 2 3 4 5	
Clarity and effectiveness of written expression	1 2 3 4 5	
Structure and presentation	1 2 3 4 5	

* 5 = excellent, 4 = good, 3 = average, 2 = below average, 1 = very poor or incomplete

Comments:

Result:

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 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)