



School of English, Journalism
& European Languages

Unit Outline

HEJ412

Theory and Methods in Journalism, Media and Communications

Semester 1, 2009

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

Convenor:	Dr Craig Norris Room: SocSci 536 Phone: 6226 1930 Email: Craig.Norris@utas.edu.au
Consultation Hours:	Thursday 10am – 12.50pm
Unit Description:	This unit summarises key developments in journalism, media and communications theory, approaches and methods. It reviews the work of significant theorists and addresses a range of approaches. Various methodological resources are outlined for students, helping them to both undertake their own research and to locate their work in relation to contemporary and historical approaches.
Unit Aims and Objectives:	The major aims of this unit are: <ul style="list-style-type: none">• To introduce students to a range of advanced theories, concepts and methods used in the study of media texts at Honours Level.• To assist students in developing advanced researching and writing skills.• To provide students with a basic knowledge of how to conduct themselves while completing Honours.• To continue 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 some of the major theories, concepts and methods used in the study of media texts at Honours level.2. Have been introduced to the basics of advanced research and writing skills.3. Have a basic knowledge of how to conduct themselves while completing Honours.4. Be able to still think critically about the social and cultural place of media and the production of media texts.

Required Texts:	Weerakkody, ND 2009, <i>Research methods for media and communication</i> , Oxford University Press Australia and New Zealand, South Melbourne, Vic.
When Taught:	Friday 1.10pm-4.00pm, SB.SocSci309 (weeks 1-13)
Assessment:	<p>Task: Written research project proposal for Oral Presentation Due Date: Week Seven, Monday 6 April, 4pm Value: 30%</p> <p>Task: Annotated bibliography Due Date: Week Thirteen, Monday 25 May, 4pm Value: 70%</p>

SEMINAR SCHEDULE

Date	Topic	Lecturer
Week 1	The Research Process	Craig Norris (with available JMC Staff)
Part 1 General Concepts		
Week 2	Theoretical Paradigms and Concepts	Craig Norris
Week 3	Research Topics and writing scholarly reports	Craig Norris
Week 4	Research Ethics Sampling & Measurement	Craig Norris
Part 2 Research Approaches: Quantitative & Qualitative		
Week 5	Media Practice Survey Research	Craig Norris
Week 6	Content Analysis	Michelle Phillipov
	Easter Break – 9-15 April	
Week 7	Research Interviewing & Focus Groups	Craig Norris
Week 8	Consultations with students	Craig Norris
Week 9	Information retrieval (Session to be confirmed)	Craig Norris
Week 10	Case Study Research & Textual Analysis	Michelle Phillipov
Week 11	Student Presentations of research project proposals	Craig Norris
Week 12	Annotated Bibliography Consultation	Craig Norris
Week 13	Conclusion: Analysis and application	Craig Norris

ASSESSMENT

Assessment(s) totalling 8500 words

Task	Due Date	Value
Written research project proposal for Oral Presentation	Week Seven, Monday 6 April, 4pm	30%
Annotated bibliography	Week Thirteen, Monday 25 May, 4pm	70%

Written research project proposal for Oral Presentation

Due date: See table above
Length: approximately 1,500-2,000 words
Value: 30%

Further Guidelines to be provided at the beginning of semester.
Note: Presentation is equivalent to 1,500-2,000 words

Annotated bibliography

Due date: See table above
Length: approximately 3,500-4,500 words
Value: 70%

Further Guidelines to be provided at the beginning of semester.

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: 10% of the available marks per day for the first five (5) working days and 50% on the following day. 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.

Honours Marking Scale

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.

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)