CULT 1050
MEDIA, CULTURE & SOCIETY

Course Outline

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Consultation hours: Tuesday 10-12 am

Semester 1 - 2006
Unit Weighting 10
Contact Hours Lecture for 2 hours per week and Tutorial for 1 hour per week for the Full Term
Assumed Knowledge N/A

Brief Course Description

Media, Culture & Society analyses the complexity of our 'ways of seeing' the world by providing a widescreen, interdisciplinary framework for the understanding of the media messages we receive, the cultural values they contain, and the social relations upon which they rely. It is an approved course in the Bachelor of Communication, a component of the Media and Cultural Studies Major in the Bachelor of Arts and Bachelor of Social Science, and a free elective offering in several other degree programs in the University.

Course Outline Issued and Correct as at: Week 1 Semester 1 2006
CTS Download Date: 9/2/06
Learning Materials/Texts

2. Key readings placed in short loans in Auchmuty Library.
3. Blackboard / Lecture notes; and further readings list.

Course Objectives

On successful completion of this course, students will:

1. Have a sound theoretical, conceptual and methodological knowledge as a basis for the study of media, culture and society.
2. Be able to demonstrate an ability to analyse critically the media's role as an agent of both social order and change.
3. Understand how the media represent important aspects of contemporary society, and how culture and power combine in the making of everyday life.
4. Be in a position to proceed to further courses in Media and Cultural Studies, Communication and related academic fields.

Course Content

Media, Culture & Society is concerned with the media's role in shaping much of our 'common sense' about the world. The course:

1. Introduces students to a range of theories, concepts and methods for analysing the interaction between media institutions and texts, cultural values and ideologies, and social structure and behaviour.
2. Critically examines media representations of social inequality and power.
3. Assesses aspects of everyday life and popular culture (like sport and 'celebrity' journalism) through the media lens.
4. Analyses the media's role in debates about social issues such as the control of youth culture and the effects of screen violence.

Assessment Items

<table>
<thead>
<tr>
<th>Assignment</th>
<th>%</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. In-Lecture Exam I</td>
<td>20%</td>
<td>Week 6</td>
</tr>
<tr>
<td>2. Essay (2000 words)</td>
<td>40%</td>
<td>Week 10</td>
</tr>
<tr>
<td>3. In-Lecture Exam II</td>
<td>30%</td>
<td>Week 12</td>
</tr>
</tbody>
</table>
## Essential Criteria in Assessment

This course contains compulsory components or assessment items that must be satisfactorily completed in order for a student to receive a pass mark or better for the course. These essential elements are described in the CTS. They are:

1. The attendance and completion of both in-lecture exams.
2. The completion of the 2000 word essay.
3. Satisfactory attendance at and participation in weekly tutorials. Attendance records will be kept for all tutorials; students will be graded according to evidence of ability and willingness to discuss topics and readings. Students can obtain feedback on their participation performance during the semester from their tutor.

### Online Tutorial Registration:

Students are required to enrol in the Lecture and a specific Tutorial time for this course via the Online Registration system:


Registrations close at the end of week 2 of semester.

### Studentmail and Blackboard: [www.blackboard.newcastle.edu.au/](http://www.blackboard.newcastle.edu.au/)

This course uses Blackboard and studentmail to contact students, so you are advised to keep your email accounts within the quota to ensure you receive essential messages. To receive an expedited response to queries, post questions on the Blackboard discussion forum if there is one, or if emailing staff directly use the course code in the subject line of your email. Students are advised to check their studentmail and the course Blackboard site on a weekly basis.

### Written Assignment Presentation and Submission Details

Students are required to submit assessment items by the due date. Late assignments will be subject to the penalties described below.

### Hard copy submission:
Type your assignments: All work must be typewritten in 12 point black font. Leave a wide margin for marker’s comments, use 1.5 or double spacing, and include page numbers.

Word length: The word limit of all assessment items should be strictly followed – 10% above or below is acceptable, otherwise penalties may apply.

Proof read your work because spelling, grammatical and referencing mistakes will be penalised.

Staple the pages of your assignment together (do not use pins or paper clips).

University coversheet: All assignments must be submitted with the University coversheet: www.newcastle.edu.au/policy/academic/general/assess_coversheet.pdf

Assignments are to be deposited in the relevant discipline assignment box:
  o Callaghan students: School of Humanities and Social Science Office, Level 1, McMullin Building, MC127
  o Ourimbah students: Room H01.43

Do not fax or email assignments: Only hard copies of assignments will be considered for assessment. Inability to physically submit a hard copy of an assignment by the deadline due to other commitments or distance from campus is an unacceptable excuse. Assignments mailed to Schools are accepted from the date posted.

Keep a copy of all assignments: All assignments are date-stamped upon receipt. However, it is the student’s responsibility to produce a copy of their work if the assignment goes astray after submission. Students are advised to keep updated back-ups in hard copy and on disk.

Online copy submission to Turnitin

In addition to hard copy submission, students are required to submit an electronic version of the following assignments to Turnitin via the course Blackboard website:

  • Essay (2000 words)

Prior to final submission, all students have the opportunity to submit one draft of their assignment to Turnitin to self-check their referencing. Assignments will not be marked until both hard copy and online versions have been submitted. Marks may be deducted for late submission of either version.

Penalties for Late Assignments
Assignments submitted after the due date, without an approved extension of time will be penalised by the reduction of 5% of the possible maximum mark for the assessment item for each day or part day that the item is late. Weekends count as one day in determining the penalty. Assessment items submitted more than ten days after the due date will be awarded zero marks.

Special Consideration/Extension of Time Applications
Students wishing to apply for Special Consideration or Extension of Time should obtain the appropriate form from the Student HUBS.
**No Assignment Re-submission**
Students who have failed an assignment are not permitted to revise and resubmit it in this course. However, students are always welcome to contact their Tutor, Lecturer or Course Coordinator to make a consultation time to receive individual feedback on their assignments.

**Remarks**
Students can request to have their work re-marked by the Course Coordinator or Discipline Convenor (or their delegate); three outcomes are possible: the same grade, a lower grade, or a higher grade being awarded. Students may also appeal against their final result for a course. Please consult the University policy at:


**Return of Assignments**
Where possible, assignments will be marked within 3 weeks and returned to students in class. At the end of semester, students can collect assignments from the Student HUBS during office hours.

**Preferred Referencing Style**
In this course, it is recommended that you use the Harvard in-text referencing system (similar to the APA system) for referencing sources of information used in assignments. Inadequate or incorrect reference to the work of others may be viewed as plagiarism and result in reduced marks or failure.

An in-text citation names the author of the source, gives the date of publication, and for a direct quote includes a page number, in parentheses. At the end of the paper, a list of references provides publication information about the source; the list is alphabetised by authors' last names (or by titles for works without authors). Further information on referencing and general study skills can be obtained from:

β Infoskills:

Further examples of the Harvard system can be found at:


**Student Representatives**
We are very interested in your feedback and suggestions for improvement. Student Representatives are the channel of communication between students and the School Board. Contact details of Student Representatives can be found on the School website.

**Student Communication**
Students should discuss any course related matters with their Tutor, Lecturer, or Course Coordinator in the first instance and then the relevant Discipline or Program Convenor. If this proves unsatisfactory, they should then contact the Head of School if required. Contact details can be found on the School website.

**Essential Online Information for Students**
Information on Class and Exam Timetables, Tutorial Online Registration, Learning Support, Campus Maps, Careers information, Counselling, the Health Service and a range of free Student Support Services can be found at:
ASSESSMENT

In-Lecture Exams (20% + 30% of total assessment)

There will be 2 closed book, one hour multiple choice exams covering the lectures and reading material. They will be held in the lecture theatre at the usual lecture time in week 6 and week 12. The exams will involve judgement of students’ ability to understand key media studies concepts, and link media studies theories and debates derived from textbook and lecture material. Attendance at and completion of both tests is compulsory. The exams will be marked according to university grading standards (see table below).

Essay (40% of total assessment)

Length: 2000 Words
Due: Monday, 8 May 2006 (week 10)

Essay Question

Select an Australian television program broadcast in 2006. Briefly outline:

(i) the program’s genre and the conventions of its genre
(ii) the ways that the program reinforces or challenges the conventions of its genre
(iii) the uses and forms of language evident in the program
(iv) particular ideologies and discourses evident in the program

You are expected to initially draw upon textbook and lecture material to define key terms like ideology, discourse and genre. This essay requires some understanding of how television operates as a particular form of media, with its own history and contemporary practices of presentation. Your analysis of (a public/commercial, free to air or pay TV) program can consider how genre, language and discourse are used to construct meaning for the viewer and producer. Your research must include a minimum of 3 academic sources (this doesn't include the course text) in addition to other appropriate material (e.g. newspapers, web sites). The essay will be marked according to university grading standards (see table below).

Tutorial Participation (10% of total assessment)

Satisfactory attendance at and participation in weekly tutorials is part of the assessment for this course. Attendance records will be kept for all tutorials; students will be graded according to evidence of ability and willingness to discuss topics and readings. Students can obtain feedback on their participation performance during the semester from their tutor.
WEEKLY SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Week beginning</th>
<th>Lecture Topic &amp; Assessment at a Glance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>February 20</td>
<td>Introduction; tutorial classes begin</td>
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<tr>
<td>2</td>
<td>February 27</td>
<td>Approaches to Media Studies</td>
</tr>
<tr>
<td>3</td>
<td>March 6</td>
<td>Histories, Industries, Audiences</td>
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<td>4</td>
<td>March 13</td>
<td>Language &amp; Representation</td>
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<tr>
<td>5</td>
<td>March 20</td>
<td>Discourse &amp; Ideology</td>
</tr>
<tr>
<td>6</td>
<td>March 27</td>
<td>In-Lecture Exam I</td>
</tr>
<tr>
<td>7</td>
<td>April 3</td>
<td>Texts &amp; Contexts</td>
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<tr>
<td>8</td>
<td>April 10</td>
<td>Genres</td>
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<tr>
<td></td>
<td></td>
<td><strong>Mid-Semester Recess: Friday 14 April - Friday 28 April</strong></td>
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<tr>
<td>9</td>
<td>May 1</td>
<td>Gender &amp; the Media</td>
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<tr>
<td>10</td>
<td>May 8</td>
<td>Race, Ethnicity &amp; Representation</td>
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<tr>
<td>11</td>
<td>May 15</td>
<td>Celebrity &amp; ‘Infotainment’</td>
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<tr>
<td>12</td>
<td>May 22</td>
<td>In-Lecture Exam II</td>
</tr>
<tr>
<td>13</td>
<td>May 29</td>
<td>Local, National or Global Media?</td>
</tr>
<tr>
<td>14</td>
<td>June 5</td>
<td>No lecture or tutorial</td>
</tr>
</tbody>
</table>

Queen’s Birthday Public Holiday: Monday 12 June
Examination period: Tuesday 13 June - Friday 30 June

WEEKLY READINGS

**WEEK 1 Introduction**
20 February

Reading:

**WEEK 2 Approaches to Media Studies**
27 February

Reading:

Further Reading:

<table>
<thead>
<tr>
<th>WEEK 3</th>
<th>Histories, Industries, Audiences</th>
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<tbody>
<tr>
<td>6 March</td>
<td></td>
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<tr>
<th>WEEK 4</th>
<th>Language &amp; Representation</th>
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<tr>
<td>13 March</td>
<td></td>
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</table>

Further Reading:

<table>
<thead>
<tr>
<th>WEEK 5</th>
<th>Discourse &amp; Ideology</th>
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<tbody>
<tr>
<td>20 March</td>
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<table>
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<tr>
<th>WEEK 6</th>
<th>In-Lecture Exam</th>
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| 27 March| Exam (one hour) and video screening (30 minutes)

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<tr>
<th>WEEK 7</th>
<th>Texts &amp; Contexts</th>
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<tbody>
<tr>
<td>3 April</td>
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<table>
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<tr>
<th>WEEK 8</th>
<th>Media Genres</th>
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<tbody>
<tr>
<td>10 April</td>
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Further Reading:

**Mid-Semester Recess: 14 - 28 April**
<table>
<thead>
<tr>
<th>WEEK 9</th>
<th>Gender &amp; the Media</th>
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</table>

<table>
<thead>
<tr>
<th>WEEK 10</th>
<th>Race, Ethnicity &amp; Representation</th>
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</table>

<table>
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<tr>
<th>WEEK 11</th>
<th>Celebrity &amp; ‘Infotainment’</th>
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<table>
<thead>
<tr>
<th>WEEK 12</th>
<th>In-Lecture Exam</th>
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<tbody>
<tr>
<td>22 May</td>
<td>Exam (one hour) and video screening (30 minutes)</td>
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<table>
<thead>
<tr>
<th>WEEK 13</th>
<th>Local, National or Global Media?</th>
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| WEEK 14 | |
|---------| |
| 5 June  | No lecture or tutorial. Exam results returned. |

Course Outline Issued and Correct as at: Week 1 Semester 1 2006

CTS Download Date: 9/2/06
**Journals**

- Media International Australia
- Media, Culture & Society
- Metro
- Television & New Media
- European Journal of Communication
- Australian Journalism Review
- Australian Journal of Communication
- Continuum: Journal of Media & Cultural studies

**Television**

- Media Watch: ABC TV, Mondays 9.15 pm
- Media Watch web site: [www.abc.net.au/mediawatch/](http://www.abc.net.au/mediawatch/)

**Radio**

- ABC Radio National – The Media Report, 8.30 am, Thursdays

**SELECTED REFERENCES**


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**Grading Guide**

<table>
<thead>
<tr>
<th>Grading guide</th>
<th>Fail (FF)</th>
<th>Pass (P)</th>
<th>Credit (C)</th>
<th>Distinction (D)</th>
<th>High Distinction (HD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>49% or less</td>
<td>An unacceptable effort, including non-completion. The student has not understood the basic principles of the subject matter and/or has been unable to express their understanding in a comprehensible way. Deficient in terms of answering the question, research, referencing and correct presentation (spelling, grammar etc). May include extensive plagiarism.</td>
<td>The work demonstrates a reasonable attempt to answer the question, shows some grasp of the basic principles of the subject matter and a basic knowledge of the required readings, is comprehensible, accurate and adequately referenced.</td>
<td>The work demonstrates a clear understanding of the question, a capacity to integrate research into the discussion, and a critical appreciation of a range of different theoretical perspectives. A deficiency in any of the above may be compensated by evidence of independent thought. The work is coherent and accurate.</td>
<td>Evidence of substantial additional reading and/or research, and evidence of the ability to generalise from the theoretical content to develop an argument in an informed and original manner. The work is well organised, clearly expressed and shows a capacity for critical analysis.</td>
<td>All of the above, plus a thorough understanding of the subject matter based on substantial additional reading and/or research. The work shows a high level of independent thought, presents informed and insightful discussion of the topic, particularly the theoretical issues involved, and demonstrates a well-developed capacity for critical analysis.</td>
</tr>
</tbody>
</table>