The University of Newcastle
Faculty of Education and Arts
School of Humanities and Social Science

CULT 1050
Media, Culture and Society

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Consultation hours: Tuesday 11 am – 1 pm

Course Overview
Semester 1 - 2007
Unit Weighting 10
FOE Code 090399
Course Level 1000

Programs
Elective
B Arts
B Arts (Communication Studies)
B Arts [CC]
B Soc Sc (Rec & Tourism)
B Social Science
B Social Science [CC]
B Teaching / B Arts
B Teaching / B Social Science
B Communication

Teaching Distribution
| School of Humanities and Social Science | 100% |

Course Outline Issued and Correct as at: Week 1, Semester 1 - 2007

CTS Download Date: 9/2/07
Teaching Methods
Lecture
Tutorial

Modes of Delivery
Internal Mode

Industrial Experience
No

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.

Contact Hours
Lecture for 2 Hours per Week for the Full Term
Tutorial for 1 Hour per Week for the Full Term

Learning Materials/Texts


- Key readings placed in short loans in Auchmuty Library.

- Blackboard / Lecture notes; and further readings list.

Replacing Courses
N/A

Transitional Arrangements
N/A

Course Rationale
In the contemporary world the media is one of the most powerful institutions shaping the entire culture and society. It is essential, therefore, to gain a critical understanding of how the media influence our world view. This requires a grasp of the theories, concepts and methods in the field of social, cultural and media analysis. The knowledge acquired enables the exploration of how the media represent society and affect our everyday lives. Media, Culture & Society is, therefore, a highly relevant course for students undertaking the Bachelor of Communication, the Media and Cultural Studies Major in the Bachelor of Arts and Bachelor of Social Science, and other degree programs in which an understanding of the media's social and cultural significance is desirable.
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>Examination</th>
<th>Class</th>
<th>Closed Book, Multiple Choice, 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examination</td>
<td>Class</td>
<td>Closed Book, Multiple Choice, 30%</td>
</tr>
<tr>
<td>Essays / Written</td>
<td>Assignments</td>
<td>2000 words, value 40%</td>
</tr>
<tr>
<td>Group/tutorial</td>
<td>participation and contribution</td>
<td>10%</td>
</tr>
</tbody>
</table>

Expected Numbers

| Callaghan Campus: | 250 students per term |

Assumed Knowledge
N/A

Resources Required
Course Evaluation

Media, Culture & Society is regularly evaluated through the Student Evaluation of Courses. It is, accordingly, modified and updated by its academic teaching staff.

Course Requisites

Not applicable

Callaghan Campus Timetable

CULT1050

MEDIA, CULTURE & SOCIETY

Enquiries: School of Humanities and Social Science

Lecture Wednesday 9:00 - 11:00 [GP1-1]
and Tutorial Wednesday 11:00 - 12:00 [GP2-16]
or Wednesday 12:00 - 13:00 [GP1-30]
or Wednesday 12:00 - 13:00 [GP3-16]
or Wednesday 14:00 - 15:00 [GP3-16]
or Wednesday 17:00 - 18:00 [GP3-20]
or Wednesday 12:00 - 13:00 [GP3-16]
or Thursday 9:00 - 10:00 [GP2-12/14]
or Thursday 10:00 - 11:00 [GP3-16]
or Thursday 11:00 - 12:00 [GP3-24]

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 Assessment Item Coversheet**: All assignments must be submitted with the University coversheet available at: [http://www.newcastle.edu.au/study/forms/](http://www.newcastle.edu.au/study/forms/)
- **By arrangement with the relevant lecturer, assignments may be submitted at any Student Hub located at**:
  - Level 3, Shortland Union, Callaghan
  - Level 2, Student Services Centre, Callaghan
  - Ground Floor, University House, City
  - Ground Floor, Administration Building, Ourimbah
- **Date-stamping assignments**: All students must date-stamp their own assignments using the machine provided at each Student Hub. If mailing an assignment, this should be address to the relevant School. Mailed assignments are accepted from the date posted, confirmed by a Post Office date-stamp; they are also date-stamped upon receipt by Schools.
- **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.
- **Keep a copy of all assignments**: 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 electronic and hard copy formats.

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 Circumstances
Students wishing to apply for Special Circumstances or Extension of Time should apply online at http://www.newcastle.edu.au/policylibrary/000641.html

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: http://www.newcastle.edu.au/study/forms/

Return of Assignments
Students can collect assignments from a nominated Student Hub during office hours. Students will be informed during class which Hub to go to and the earliest date that assignments will be available for collection. Students must present their student identification card to collect their assignment.

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:


Student Representatives
Student Representatives are a major channel of communication between students and the School. Contact details of Student Representatives can be found on School websites.

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:


Plagiarism
University policy prohibits students plagiarising any material under any circumstances. A student plagiarises if he or she presents the thoughts or works of another as one’s own. Without limiting the generality of this definition, it may include:
· copying or paraphrasing material from any source without due acknowledgment;
· using another's ideas without due acknowledgment;
· working with others without permission and presenting the resulting work as though it was completed independently.

Plagiarism is not only related to written works, but also to material such as data, images, music, formulae, websites and computer programs.

Aiding another student to plagiarise is also a violation of the Plagiarism Policy and may invoke a penalty.

For further information on the University policy on plagiarism, please refer to the Policy on Student Academic Integrity at the following link -


The University has established a software plagiarism detection system called Turnitin. When you submit assessment items please be aware that for the purpose of assessing any assessment item the University may -
· Reproduce this assessment item and provide a copy to another member of the University; and/or
· Communicate a copy of this assessment item to a plagiarism checking service (which may then retain a copy of the item on its database for the purpose of future plagiarism checking).
· Submit the assessment item to other forms of plagiarism checking

Written Assessment Items

Students may be required to provide written assessment items in electronic form as well as hard copy.

Extension of Time for Assessment Items, Deferred Assessment and Special Consideration for Assessment Items or Formal Written Examinations

Students are required to submit assessment items by the due date, as advised in the Course Outline, unless the Course Coordinator approves an extension of time for submission of the item. University policy is that an assessment item submitted after the due date, without an approved extension, will be penalised.

Any student:

1. who is applying for an extension of time for submission of an assessment item on the basis of medical, compassionate, hardship/trauma or unavoidable commitment; or
2. whose attendance at or performance in an assessment item or formal written examination has been or will be affected by medical, compassionate, hardship/trauma or unavoidable commitment;

must report the circumstances, with supporting documentation, to the appropriate officer following the instructions provided in the Special Circumstances Affecting Assessment Procedure - Policy 000641.
Note: different procedures apply for minor and major assessment tasks.

Please go to the Policy at http://www.newcastle.edu.au/policylibrary/000641.html for further information, particularly for information on the options available to you.

Students should be aware of the following important deadlines:

- **Requests for Special Consideration** must be lodged no later than 3 working days after the date of submission or examination.
- **Requests for Extensions of Time on Assessment Items** must be lodged no later than the due date of the item.
- **Requests for Rescheduling Exams** must be lodged no later than 10 working days before the date of the examination.

Your application may not be accepted if it is received after the deadline. Students who are unable to meet the above deadlines due to extenuating circumstances should speak to their Program Officer in the first instance.

### Changing your Enrolment

The last dates to withdraw without financial or academic penalty (called the HECS Census Dates) are:

For semester 1 courses: 31 March 2007

Students may withdraw from a course without academic penalty on or before the last day of semester. Any withdrawal from a course after the last day of semester will result in a fail grade.

Students cannot enrol in a new course after the second week of semester/trimester, except under exceptional circumstances. Any application to add a course after the second week of semester/trimester must be on the appropriate form, and should be discussed with staff in the Student Hubs.

To change your enrolment online, please refer to http://www.newcastle.edu.au/study/enrolment/changingenrolment.html

### Faculty Information

The Student Hubs are a one-stop shop for the delivery of student related services and are the first point of contact for students on campus.

Student Hubs are located at:

**Callaghan campus**

- Shortland Hub: Level 3, Shortland Union Building
- Hunter Hub: Student Services Centre, Hunter side of campus
Faculty websites

Faculty of Education and Arts
http://www.newcastle.edu.au/faculty/education-arts/

The Dean of Students
Resolution Precinct
Phone: 02 4921 5806
Fax: 02 4921 7151
Email: resolutionprecinct@newcastle.edu.au

Various services are offered by the University Student Support Unit:

Alteration of this Course Outline
No change to this course outline will be permitted after the end of the second week of the term except in exceptional circumstances and with Head of School approval. Students will be notified in advance of any approved changes to this outline.

Web Address for Rules Governing Undergraduate Academic Awards

Web Address for Rules Governing Postgraduate Academic Awards

Web Address for Rules Governing Professional Doctorate Awards

STUDENTS WITH A DISABILITY OR CHRONIC ILLNESS

The University is committed to providing a range of support services for students with a disability or chronic illness.

If you have a disability or chronic illness which you feel may impact on your studies, please feel free to discuss your support needs with your lecturer or course coordinator.

Disability Support may also be provided by the Student Support Service (Disability). Students must be registered to receive this type of support. To register please contact the Disability Liaison Officer on 02 4921 5766, or via email at: student-disability@newcastle.edu.au

As some forms of support can take a few weeks to implement it is extremely important that you discuss your needs with your lecturer, course coordinator or Student Support Service staff at the beginning of each semester.

For more information related to confidentiality and documentation please visit the Student Support Service (Disability) website at:
www.newcastle.edu.au/services/disability

------------------------------------------------------------------ End of CTS Entry ------------------------------------------------------------------
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 13. 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, 7 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.
### Grading guide

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>49% or less</td>
<td>Fail</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>
</tr>
<tr>
<td>50% to 64%</td>
<td>Pass</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>
</tr>
<tr>
<td>65% to 74%</td>
<td>Credit</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>
</tr>
<tr>
<td>75% to 84%</td>
<td>Distinction</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>
</tr>
<tr>
<td>85% upwards</td>
<td>High Distinction</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>

### Lecture Topic & Assessment at a Glance

<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 19</td>
<td>Introduction: tutorial classes begin</td>
</tr>
<tr>
<td>2</td>
<td>February 26</td>
<td>Approaches to Media Studies</td>
</tr>
<tr>
<td>3</td>
<td>March 5</td>
<td>Language and Representation</td>
</tr>
<tr>
<td>4</td>
<td>March 12</td>
<td>Discourse</td>
</tr>
<tr>
<td>5</td>
<td>March 19</td>
<td>Ideology</td>
</tr>
<tr>
<td>6</td>
<td>March 26</td>
<td>In-Lecture Exam I</td>
</tr>
<tr>
<td>7</td>
<td>April 2</td>
<td>Media Genres: TV</td>
</tr>
<tr>
<td>8</td>
<td>April 23</td>
<td>Media Genres: Popular Music</td>
</tr>
<tr>
<td>9</td>
<td>April 30</td>
<td>Gender and the Media</td>
</tr>
<tr>
<td>10</td>
<td>May 7</td>
<td>Race, Ethnicity and Representation</td>
</tr>
<tr>
<td>11</td>
<td>May 14</td>
<td>Celebrity and the Fame Game</td>
</tr>
<tr>
<td>12</td>
<td>May 21</td>
<td>Local, National or Global Media?</td>
</tr>
<tr>
<td>13</td>
<td>May 28</td>
<td>In-Lecture Exam II</td>
</tr>
<tr>
<td>14</td>
<td>June 4</td>
<td>No lecture or tutorials</td>
</tr>
</tbody>
</table>

**Mid-Semester Recess: Friday 6 April to Friday 20 April 2007**

<table>
<thead>
<tr>
<th>Week</th>
<th>Week beginning</th>
<th>Lecture Topic &amp; Assessment at a Glance</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>April 23</td>
<td>Media Genres: Popular Music</td>
</tr>
<tr>
<td>9</td>
<td>April 30</td>
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</tr>
<tr>
<td>14</td>
<td>June 4</td>
<td>No lecture or tutorials</td>
</tr>
</tbody>
</table>

**Examination period: Tuesday 12 June to Friday 29 June 2007**
<table>
<thead>
<tr>
<th>Week/ date</th>
<th>Lecture Topic</th>
<th>Tutorial Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 28 March</td>
<td>In-Lecture Exam I</td>
<td></td>
</tr>
<tr>
<td>Week/ date</td>
<td>Lecture Topic</td>
<td>Tutorial Reading</td>
</tr>
<tr>
<td>------------</td>
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</tr>
<tr>
<td>13 30 May</td>
<td>In-Lecture Exam II</td>
<td></td>
</tr>
<tr>
<td>14 6 June</td>
<td>No lecture or tutorials</td>
<td></td>
</tr>
</tbody>
</table>

**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


