Faculty of Education and Arts  
School of Humanities and Social Science

http://www.newcastle.edu.au/school/hss/

Newcastle Campus  
University Drive,  
Callaghan 2308  
NSW Australia  
Office hours: 9am – 5pm  
Room: MC127  
Phone: 02 4921 5172/5175/5155  
Fax: 02 4921 6933  
Email: Humanities-Socialscience@newcastle.edu.au  
Web: http://www.newcastle.edu.au/school/hss/

CULT1100 - Communication and Culture  
Course Outline

Course Co-ordinator: Dr Marj Kibby  
Room: GP2-29  
Ph: 49216604  
Fax: 49216933  
Email: marj.kibby@newcastle.edu.au  
Consultation hours: Monday 9:00 - 11:00

Course Overview  
Semester: Semester 2 - 2007  
Unit Weighting: 10  
Teaching Methods: Blackboard activities  
Lecture  
Tutorial

Brief Course Description  
The course provides an understanding of communication as social practice. Students explore the relationship between communication and social and cultural issues such as race, class, gender and identity in a range of contemporary representational forms and practices. Topics include: cultural representations, constructions of identity and difference, and cultural production and consumption.

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

Course Objectives  
The course will explore the relationship between communication and culture, assisting students to develop knowledge and skills that will enable them to:  
1. analyse cultural texts;  
2. demonstrate the social construction of meaning;  
3. apply theories of representation to contemporary media products;  
4. detect relevant social issues in aspects of communication.

Course Outline Issued and Correct as at: Week 1, Semester 2 - 2007  
CTS Download Date: 5/07/2007 12:44 PM
Course Content
Topics could include:
1. the use of language and imagery to construct meaning;
2. the role of representation as an element in the cultural process;
3. the effects of cultural representations on the construction of identities;
4. how a complex 'sense of identity' is constructed by and for individuals;
5. the influence of ideas about the body on our attitudes towards identity;
6. the construction of identities through notions of difference and opposition;
7. how cultural products are produced, marketed and sold;
8. how cultural products offer identification for consumers;
9. the ways in which culture is used, interpreted and invested with meaning.

Assessment Items

<table>
<thead>
<tr>
<th>Written Assignment</th>
<th>1,000 words, due mid semester, worth 30%.</th>
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</thead>
<tbody>
<tr>
<td>Written Assignment</td>
<td>1,500 words, due end of semester, worth 50%.</td>
</tr>
<tr>
<td>Journal</td>
<td>1,500 words, due end of semester worth 20%.</td>
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</tbody>
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Assumed Knowledge
Nil

Callaghan Campus Timetable
CULT1100 COMMUNICATION AND CULTURE
Enquiries: School of Humanities and Social Science
Semester 2 - 2007
Lecture Monday 11:00 - 12:00 [MCTH] Plus On-line Discussion
and Tutorial Monday 14:00 - 15:00 [V111]
or Monday 13:00 - 14:00 [V111]
or Monday 15:00 - 16:00 [V111]
or Tuesday 13:00 - 14:00 [V27]
or Tuesday 12:00 - 13:00 [V25]
or Tuesday 16:00 - 17:00 On-Line Tutorial.
or Wednesday 10:00 - 11:00 On-Line Only.

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 will be required to provide written assessment items in electronic form.

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](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 due 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 received in the Student Hub no later than ten working days prior the first date of the examination period

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 2 courses: 31 August 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.

The four Student Hubs are located at:

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

City Precinct
- City Hub & Information Common: University House, ground floor in combination with an Information Common for the City Precinct

Ourimbah campus
- Ourimbah Hub: Administration Building

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

Contact details

Callaghan, City and Port Macquarie
Phone: 02 4921 5000
Email: EnquiryCentre@newcastle.edu.au

Ourimbah
Phone: 02 4348 4030
Email: EnquiryCentre@newcastle.edu.au

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

Deputy Dean of Students (Ourimbah)
Phone: 02 4348 4123
Fax: 02 4348 4145
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

Online Tutorial Registration:

Students are required to enrol in the Lecture and a specific Tutorial time for this course via the Online Registration system. Refer - http://studinfo1.newcastle.edu.au/rego/stud_choose_login.cfm

NB: Registrations close at the end of week 2 of semester.

Studentmail and Blackboard: Refer - 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.
Further Information

Details about the following topics are available on your course Blackboard site. Refer - www.blackboard.newcastle.edu.au/

- Written Assignment Presentation and Submission Details
- Online copy submission to Turnitin
- Penalties for Late Assignments
- Special Circumstances
- No Assignment Re-submission
- Re-marks & Moderations
- Return of Assignments
- Preferred Referencing Style
- Student Representatives
- Student Communication
- Essential Online Information for Students