Faculty of Education and Arts  
School of Humanities & Social Science  
http://www.newcastle.edu.au/school/hss/

<table>
<thead>
<tr>
<th>Newcastle Campus</th>
<th>University Drive, Callaghan 2308</th>
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<tbody>
<tr>
<td>Room: MC127 McMullin Building</td>
<td></td>
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<tr>
<td>Phone: 4921 5213</td>
<td></td>
</tr>
<tr>
<td>Office hours: 9:00am – 5:00pm</td>
<td></td>
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<tr>
<td>Fax: 4921 6933</td>
<td></td>
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<tr>
<td>Email: <a href="mailto:Humanities-SocialScience@newcastle.edu.au">Humanities-SocialScience@newcastle.edu.au</a></td>
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**CULT1100 - Communication and Culture**

**Course Co-ordinator:** Assoc Prof Marjorie Kibby  
**Room:** GP2-29  
**Ph:** 49216604  
**Email:** marj.kibby@newcastle.edu.au  
**Consultation hours:** Mondays or Tuesdays by appointment  
**Semester:** Semester 2 - 2008  
**Unit Weighting:** 10  
**Teaching Methods:** Blackboard Activities, Lecture, Tutorial  
**Assumed Knowledge:** Nil

**Brief Course Description**  
The course provides an understanding of communication as social practice. Students apply a range of textual analysis methods from semiotics to content analysis to diverse communication texts including advertising, situation comedy, magazines and genre fiction. In analyzing the texts students will investigate issues such as 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. apply appropriate textual analysis methodologies to communication texts.

**Course Content**  
Topics will 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 ways in which culture is used, interpreted and invested with meaning  
4. the connections between texts and social context  
5. methods of textual analysis

.Course Outline Issued and Correct as at:  Week 1, Semester 2 - 2008

CTS Download Date: 26/06/2008
Weekly Program

<table>
<thead>
<tr>
<th>Period</th>
<th>Activity</th>
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<tbody>
<tr>
<td>21st – 22nd Jul</td>
<td>Understand the course requirements and organization.</td>
</tr>
<tr>
<td>23rd – 29th Jul</td>
<td>Use semiotics to analyse an advertisement.</td>
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<tr>
<td>30th Jul – 5th Aug</td>
<td>Use semiotics to analyse a documentary.</td>
</tr>
<tr>
<td>6th – 12th Aug</td>
<td>Use critical discourse analysis to analyse a news report.</td>
</tr>
<tr>
<td>13th – 19th Aug</td>
<td>Use the assessment criteria, grading standards and Turnitin to check your assignment.</td>
</tr>
<tr>
<td>20th – 26th Aug</td>
<td>Use cultural analysis to analyse the representation of 'Australianness'</td>
</tr>
<tr>
<td>27th Aug – 2nd Sep</td>
<td>Use 'standpoint' analysis to identify different ways of interpreting representations.</td>
</tr>
<tr>
<td>3rd – 9th Sep</td>
<td>Use 'uses and gratifications' to analyse situation comedy.</td>
</tr>
<tr>
<td>10th – 16th Sep</td>
<td>Use subcultural theory to analyse markers of identity.</td>
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<tr>
<td>17th – 22nd Sep</td>
<td>Use content analysis to analyse a magazine.</td>
</tr>
<tr>
<td>29th Sep – 10th Oct</td>
<td>BREAK</td>
</tr>
<tr>
<td>23rd Sep – 14th Oct</td>
<td>Use narrative analysis to analyse a 'reality' television programme.</td>
</tr>
<tr>
<td>15th – 21st Oct</td>
<td>Use ideological analysis to analyse a television drama.</td>
</tr>
<tr>
<td>22nd – 28th Oct</td>
<td>Use genre analysis to analyse formula fiction.</td>
</tr>
<tr>
<td>29th Oct – 4th Nov</td>
<td>Review the course.</td>
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Assessment Items

<table>
<thead>
<tr>
<th>Written Assignment</th>
<th>1,000 words, due mid semester, worth 30%.</th>
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<tbody>
<tr>
<td></td>
<td>Semiotic analysis of an Advertisement</td>
</tr>
<tr>
<td>Written Assignment</td>
<td>1,500 words, due end of semester, worth 50%.</td>
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<tr>
<td></td>
<td>Analysis of a communication text using a method of your choice.</td>
</tr>
<tr>
<td>Journal</td>
<td>1,500 words, due end of semester worth 20%.</td>
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</table>

Full details of the Assessment items, including assessment criteria and grading standards is given on the course Blackboard site.

Callaghan Campus Timetable

<table>
<thead>
<tr>
<th>Lecture and Tutorial</th>
<th>Monday 11:00 - 12:00 [SRLT2] Plus On-line Activities</th>
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<tr>
<td>or</td>
<td>Monday 14:00 - 15:00 [GP2-12/14]</td>
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<tr>
<td>or</td>
<td>Monday 13:00 - 14:00 [GP2-12/14]</td>
</tr>
<tr>
<td>or</td>
<td>Monday 15:00 - 16:00 [GP3-18]</td>
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<tr>
<td>or</td>
<td>Tuesday 12:00 - 13:00 [GP3-18]</td>
</tr>
<tr>
<td>or</td>
<td>Tuesday 13:00 - 14:00 [GP3-24]</td>
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<tr>
<td>or</td>
<td>Any day Any time Anywhere Online Tutorial</td>
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<tr>
<td>or</td>
<td>Any day Any time Anywhere Online Tutorial</td>
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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](http://studinfo1.newcastle.edu.au/rego/stud_choose_login.cfm) NB: Registrations close at the end of week 2 of semester.

Written Assessment Items

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

Your journal will be submitted in hard copy only, in class each week. Your written assignments will be submitted in electronic form only using the Turnitin link in Blackboard, and returned the same way. CULT1100 does not use the student hubs for the submission and return of assignments.
Marks and Grades Released During Term

All marks and grades released during the term are indicative only until formally approved by the Head of School on the recommendation of the School Assessment body.

As each paper is assessed in Grademark, your mark will be visible in My Grades in Blackboard. This mark is to be taken as an indicator of progress, it is provisional only until the marks have been approved and released by the examination’s section.

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 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 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 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. In the first instance, students who are unable to meet the above deadlines due to extenuating circumstances should speak to their Program Officer or their Program Executive if studying in Singapore.

Studentmail and Blackboard: Refer - www.blackboard.newcastle.edu.au/

This course uses Blackboard extensively, and depends on student-mail 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 Bb discussion forum. This course has a 3b4me policy for general information – students must try three information sources before emailing me. If your query is personal or specific to you, then email me directly using the course code in the subject line of your email. Students are advised to check their student mail and the course Blackboard site several times a week.

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 - http://www.newcastle.edu.au/policylibrary/000608.html

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

Changing your Enrolment

The census dates below are the last dates to withdraw without academic penalty. For onshore students, withdrawal on or before the census date means no financial penalty.

For semester 2 courses: 31 August 2008

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 or with your Program Executive at PSB if you are a Singapore student.

To check or change your enrolment online, please refer to myHub - Self Service for Students

https://myhub.newcastle.edu.au

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 studying in Australia.

The four Student Hubs are located at:

**Callaghan Campus:** Level 3, Shortland Union Building, and Student Services Centre, Hunter side of campus  
**City Precinct:** University House, ground floor in combination with an Information Common  
**Ourimbah campus:** Administration Building

Faculty website

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:

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

Important Additional Information

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

- Written Assignment Presentation and Submission Details
- Online 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

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.