CULT1100 - Communication and Culture

Course Co-ordinator: Dr Rebecca Beirne
Room: GP2-23
Ph: 49215081 / 0418265991
Email: Rebecca.beirne@newcastle.edu.au
Consultation hours: Mondays or Thursdays by appointment
Semester: Semester 2 - 2009
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 analysing 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
Email Discussion Group for 1 Hour per Week for the Full Term

Learning Materials/Texts
Available online via course Blackboard site.

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 may 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. the ways in which culture is used, interpreted and invested with meaning
5. the connections between texts and social context
6. methods of textual analysis

Weekly Program

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<thead>
<tr>
<th>Period</th>
<th>Activity</th>
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<tr>
<td>Wk1 27th Jul</td>
<td>Introduction: understanding the course requirements and organization, introduction to semiotic analysis</td>
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<tr>
<td>Wk2 3rd Aug</td>
<td>Use semiotics to analyse an advertisement.</td>
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<tr>
<td>Wk3 10th Aug</td>
<td>Use semiotics to analyse a documentary.</td>
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<td>Wk4 17th Aug</td>
<td>Use genre analysis to analyse Hollywood cinema.</td>
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<td>Wk5 24th Aug</td>
<td>Use critical discourse analysis to analyse a news report.</td>
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<tr>
<td>Wk6 31st Aug</td>
<td>Use the assessment criteria, grading standards and Turnitin to check your assignment.</td>
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<tr>
<td>Wk7 7th Sep</td>
<td>Use ideological analysis to analyse a television series.</td>
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<tr>
<td>Wk8 14th Sep</td>
<td>Use narrative analysis to analyse a 'reality' television programme.</td>
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<tr>
<td>Wk9 21st Sep</td>
<td>Use 'uses and gratifications' theory to analyse situation comedy.</td>
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<tr>
<td>28th Sep – 9th Oct</td>
<td>Use content analysis to analyse a magazine.</td>
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<tr>
<td>Wk10 12th Oct</td>
<td>Use cultural analysis to analyse the representation of 'Australianness'.</td>
</tr>
<tr>
<td>Wk11 19th Oct</td>
<td>Use 'standpoint' analysis to identify different ways of interpreting representations.</td>
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<tr>
<td>Wk12 26th Oct</td>
<td>Your lecturer and tutor will be available during usual hours for consultations regarding your final assignments – please refer to Blackboard for locations.</td>
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Assessment Items

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<tr>
<th>Written Assignment</th>
<th>1,000 words, due mid semester, worth 30%. Semiotic analysis of an Advertisement. Due by 5pm, Thursday the 3rd of September, 2009.</th>
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<tbody>
<tr>
<td>Written Assignment</td>
<td>1,500 words, due end of semester, worth 50%. Analysis of a communication text using a method of your choice. Due by 12pm, Thursday the 5th of November, 2009.</td>
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<tr>
<td>Journal</td>
<td>1,500 words, due weekly in tutorials, marked at end of semester, worth 20%.</td>
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Full details of the Assessment items, including assessment criteria and grading standards is given on the course Blackboard site.

Callaghan Campus Timetable

CULT1100
COMMUNICATION AND CULTURE
Enquiries: School of Humanities and Social Science
Semester 2 - 2009

Lecture
Monday 11:00 - 12:00 [SRLT2] Plus On-line Discussion

and Tutorial
Monday 14:00 - 15:00 [GP212/214]
or Monday 13:00 - 14:00 [GP212/214]
or Monday 12:00 - 13:00 [GP324]
or Tuesday 14:00 - 15:00 Online Tutorial
or Tuesday 15:00 - 16:00 Online Tutorial
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.

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. This penalty is 5% for each day that the assignment is late.

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 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 studentmail and the course Blackboard site several times a week.

**IMPORTANT UNIVERSITY INFORMATION**

**ACADEMIC INTEGRITY**

Academic integrity, honesty, and a respect for knowledge, truth and ethical practices are fundamental to the business of the University. These principles are at the core of all academic endeavour in teaching, learning and research. Dishonest practices contravene academic values, compromise the integrity of research and devalue the quality of learning. To preserve the quality of learning for the individual and others, the University may impose severe sanctions on activities that undermine academic integrity. There are two major categories of academic dishonesty:

**Academic fraud** is a form of academic dishonesty that involves making a false representation to gain an unjust advantage. Without limiting the generality of this definition, it can include:

- a) falsification of data;
- b) using a substitute person to undertake, in full or part, an examination or other assessment item;
- c) reusing one's own work, or part thereof, that has been submitted previously and counted towards another course (without permission);
- d) making contact or colluding with another person, contrary to instructions, during an examination or other assessment item;
- e) bringing material or device(s) into an examination or other assessment item other than such as may be specified for that assessment item; and
- f) making use of computer software or other material and device(s) during an examination or other assessment item other than such as may be specified for that assessment item.
- g) contract cheating or having another writer compete for tender to produce an essay or assignment and then submitting the work as one's own.

**Plagiarism** is the presentation of the thoughts or works of another as one's own. University policy prohibits students plagiarising any material under any circumstances. Without limiting the generality of this definition, it may include:

- a) copying or paraphrasing material from any source without due acknowledgment;
- b) using another person's ideas without due acknowledgment;
- c) collusion or working with others without permission, and presenting the resulting work as though it were completed independently.

**Turnitin** is an electronic text matching system. During 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 text matching service (which may then retain a copy of the item on its database for the purpose of future checking).
- Submit the assessment item to other forms of plagiarism checking

**RE-MARKS AND MODERATIONS**

Students can access the University's policy at: [http://www.newcastle.edu.au/policylibrary/000769.html](http://www.newcastle.edu.au/policylibrary/000769.html)
MARKS AND GRADES RELEASED DURING TERM

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

SPECIAL CIRCUMSTANCES AFFECTING ASSESSMENT ITEMS

Extension of Time for Assessment Items, Deferred Assessment and Special Consideration for Assessment Items or Formal Written Examinations items must be submitted by the due date in the Course Outline unless the Course Coordinator approves an extension. Unapproved late submissions will be penalised in line with the University policy.

Requests for Extensions of Time must be lodged no later than the due date of the item. This applies to students:

- applying for an extension of time for submission of an assessment item on the basis of medical, compassionate, hardship/trauma or unavoidable commitment; or
- 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.

Students must report the circumstances, with supporting documentation, as outlined in the Special Circumstances Affecting Assessment Items Procedure at: http://www.newcastle.edu.au/policylibrary/000641.html

Note: different procedures apply for minor and major assessment tasks.

Students should be aware of the following important deadlines:

- Special Consideration Requests must be lodged no later than 3 working days after the due date of submission or examination.
- Rescheduling Exam requests must be received no later than 10 working days prior the first date of the examination period.

Late applications may not be accepted. Students who cannot meet the above deadlines due to extenuating circumstances should speak firstly to their Program Officer or their Program Executive if studying in Singapore.

STUDENTS WITH A DISABILITY OR CHRONIC ILLNESS

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 contact the Disability Liaison Officer on 02 4921 5766, 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 on confidentiality and documentation visit the Student Support Service (Disability) website: www.newcastle.edu.au/services/disability.

CHANGING YOUR ENROLMENT

Students enrolled after the census dates listed in the link below are liable for the full cost of their student contribution or fees for that term.

http://www.newcastle.edu.au/study/fees/censusdates.html

Students may withdraw from a course without academic penalty on or before the last day of term. Any withdrawal from a course after the last day of term will result in a fail grade.
Students cannot enrol in a new course after the second week of term, except under exceptional circumstances. Any application to add a course after the second week of term 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 go to myHub: [https://myhub.newcastle.edu.au](https://myhub.newcastle.edu.au)

**STUDENT INFORMATION & CONTACTS**

Various services are offered by the Student Support Unit: [www.newcastle.edu.au/service/studentsupport/](http://www.newcastle.edu.au/service/studentsupport/)

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. Student Hubs are located at:

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<tr>
<th>Callaghan Campus</th>
<th>Port Macquarie students</th>
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<tbody>
<tr>
<td>Shortland Hub: Level 3, Shortland Building</td>
<td>contact your program officer or</td>
</tr>
<tr>
<td>Hunter Hub: Level 2, Student Services Centre</td>
<td><a href="mailto:EnquiryCentre@newcastle.edu.au">EnquiryCentre@newcastle.edu.au</a></td>
</tr>
<tr>
<td>City Precinct</td>
<td>Phone 4921 5000</td>
</tr>
<tr>
<td>City Hub &amp; Information Common, University House</td>
<td>Singapore students</td>
</tr>
<tr>
<td>Central Coast Campus (Ourimbah)</td>
<td>contact your PSB Program Executive</td>
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<tr>
<td>Student Hub: Opposite the Main Cafeteria</td>
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**OTHER CONTACT INFORMATION**

**Faculty Websites**

**Rules Governing Undergraduate Academic Awards**

**Rules Governing Postgraduate Academic Awards**

**Rules Governing Professional Doctorate Awards**

**General enquiries**
- 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
  - Deputy Dean of Students (Ourimbah)
    - Phone: 02 4921 5806;
    - Fax: 02 4921 7151
    - Email: resolutionprecinct@newcastle.edu.au

This course outline will not be altered after the second week of the term except under extenuating circumstances with Head of School approval. Students will be notified in advance of the change.