CULT1100
Communication & Culture
Faculty of Education and Arts
School of Humanities & Social Science
http://www.newcastle.edu.au/school/hss/

Newcastle Campus
University Drive,
Callaghan 2308
Room: MC127 McMullin Building
Phone: +61 2 4921 5213
Office hours: 9:00am – 5:00pm
Fax: +61 2 4921 6933
Email: Humanities-SocialScience@newcastle.edu.au
Web: http://www.newcastle.edu.au/school/hss/

Course Co-ordinator: Assoc. Prof. Marj Kibby
Room: GP229
Ph: 49216604
Email: marj.kibby@newcastle.edu.au

Consultation hours: By appointment. Ask general questions in Blackboard, or email me with CULT3020 in the subject line if the question is specific or personal.

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
Blackboard-based activities for 1 Hour per Week for the Full Term

Learning Materials/Texts
Readings are provided in Blackboard

Course Objectives
The course will explore the relationship between communication and culture, assisting students to develop knowledge and skills that will enable them to:

Course Outline Issued and Correct as at: Week 1, Semester 2 - 2010

CTS Download Date: 16/07/2010
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

In Semester 2, 2010 these topics are organised into four modules:
- Narrative Realism and Documentary
- Semiotics and Advertising
- Fashioning Gender
- Fairytales and Make-overs

Assessment Items

<table>
<thead>
<tr>
<th>Essays / Written Assignments</th>
<th>Analyse an Advertisement for Beer</th>
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<tbody>
<tr>
<td></td>
<td>Use a research method based in semiotics to analyse an advertisement for beer. (1000 words, due 11:00am Monday Week 7, worth 30%) Details and resources in Blackboard, including a marking rubric.</td>
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<table>
<thead>
<tr>
<th>Essays / Written Assignments</th>
<th>Analyze a communication text</th>
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<td></td>
<td>Use a research method based in critical discourse analysis to analyze one (or a group of related) communication texts (1,500 to 2,000 words, due 11:00am Monday Week 13, worth 50%) Details and marking rubric in Blackboard.</td>
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| Journal | Provide evidence of what you have learned from the activities for each topic (equivalent workload to a 1,500 word essay, submit before the end of each topic, marked Week 11, worth 20%) Details and marking rubric in Blackboard. |

Assessment item submission

No hard copies are to be submitted to the Hub.

All assignments are submitted online. See the course Blackboard site for specific details.

Assumed Knowledge
Nil

Callaghan Campus Timetable

<table>
<thead>
<tr>
<th>Lecture and Tutorial</th>
<th>Monday</th>
<th>11:00 - 12:00</th>
<th>[GP101]</th>
<th>Plus On-line Activities</th>
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<tr>
<td>or</td>
<td>Monday</td>
<td>14:00 - 15:00</td>
<td>[GP212/214]</td>
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<tr>
<td>or</td>
<td>Monday</td>
<td>13:00 - 14:00</td>
<td>[GP212/214]</td>
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<tr>
<td>or</td>
<td>Monday</td>
<td>12:00 - 13:00</td>
<td>[W202]</td>
<td>Online Tutorial</td>
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<tr>
<td>or</td>
<td>Tuesday</td>
<td>14:00 - 15:00</td>
<td></td>
<td>Online Tutorial</td>
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<td>or</td>
<td>Tuesday</td>
<td>15:00 - 16:00</td>
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<tr>
<td>or</td>
<td>Monday</td>
<td>15:00 - 16:00</td>
<td>[W243]</td>
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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 endeavours 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 specified in **Late Penalty** (under student) at the link above.

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:

**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

**STUDENT INFORMATION & CONTACTS**

Various services are offered by the Student Support Unit:
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 Student Hub</th>
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School of Humanities and Social Science
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.

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://www.newcastle.edu.au/study/enrolment/regdates.html

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 extensively, so you are advised to keep your email accounts within the quota to ensure you receive essential messages and have access to course content. To receive an expedited response to queries, post questions on the Blackboard discussion forum, 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 at least every second day.

Important Additional Information

Details about the following topics are available on your course Blackboard site (where relevant). 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