CULT1100
COMMUNICATION & CULTURE
Course Outline   Semester 2 - 2006

Course Co-ordinator:  Dr Marj Kibby
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Consultation hours:  Thursdays 11:00 – 1:00

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 (face-to-face or online)
Lecture for 1 Hour per Week for the Full Term
Blackboard Learning 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 Content
Topics could include:
- the use of language and imagery to construct meaning;
- the role of representation as an element in the cultural process;
- the effects of cultural representations on the construction of identities;
- how a complex ‘sense of identity’ is constructed by and for individuals;
- the influence of ideas about the body on our attitudes towards identity;
• the construction of identities through notions of difference and opposition;
• how cultural products are produced, marketed and sold;
• how cultural products offer identification for consumers;
• the ways in which culture is used, interpreted and invested with meaning.

Assessment Items

| Essays / Written Assignments | 1,000 words, due mid semester, worth 30%. |
| Essays / Written Assignments | 1,500 words, due end of semester, worth 50%. |
| Journal | 1,500 words, due weekly, assessed end of semester worth 20%. |

Assumed Knowledge

Nil

Callaghan Campus Timetable

**CULT1100**

Communication & Culture

Enquiries: School of Humanities and Social Science
Semester 2 - 2006

Lecture and Tutorial

<table>
<thead>
<tr>
<th>Monday</th>
<th>11:00 - 12:00</th>
<th>[MCTH]</th>
<th>Plus On-line Discussion</th>
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<tr>
<td>or</td>
<td>Monday</td>
<td>14:00 - 15:00</td>
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<td>or</td>
<td>Monday</td>
<td>13:00 - 14:00</td>
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<td>or</td>
<td>Monday</td>
<td>15:00 - 16:00</td>
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<td>or</td>
<td>Tuesday</td>
<td>13:00 - 14:00</td>
<td>[V27]</td>
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<tr>
<td>or</td>
<td>Tuesday</td>
<td>12:00 - 13:00</td>
<td>[V25]</td>
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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 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 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 on the prescribed form.

Please go to the Policy and the on-line form for further information, particularly for information on the options available to you, at:


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 2006
- For semester 2 courses: 31 August 2006
- For Trimester 1 courses: 17 February 2006
- For Trimester 2 courses: 9 June 2006

Students may withdraw from a course without academic penalty on or before the last day of semester and prior to the commencement of the formal exam period. 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 the School Office.

To change your enrolment online, please refer to

http://www.newcastle.edu.au/study/enrolment/changingenrolment.html

Contact Details
Faculty Student Service Offices
Faculty of Science and Information Technology
Room V19 (Mathematics Building)
Phone: 0249 215 562

The Faculty of Education and Arts
Room: GP1-22 (General Purpose Building)
Phone: 0249 215 314

The Dean of Students
Dr Jennifer Archer
Phone: 492 15806
Fax: 492 17151
resolutionprecinct@newcastle.edu.au

Various services are offered by the University Student Support Unit:

School of Humanities and Social Science
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

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 49 21 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. Registrations close at the end of week 2 of semester. http://studinfo1.newcastle.edu.au/rego/stud_choose_login.cfm

Studentmail and Blackboard: 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

♣ Type your lastname_assignment at the top left of your assignment: This is the name that you will give to the file when you save it. For example kibby_essay1.doc

♣ Type your assignments: All work must be typewritten in 11 or 12 point black font.

♣ 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: Spelling, grammatical and referencing mistakes will be penalised.

♣ Submit all assignments other than your journal in Blackboard using the >>View/Complete link: This link will be made available two weeks before the assignment is due.

♣ If unsure of the process use the practice example: Do not practice with an actual assignment because it will come up as plagiarised when you try to submit it for assessment.

♣ Do not email assignments or submit paper copies: Only copies of assignments submitted through Blackboard will be considered for assessment.
Keep a copy of all assignments: All assignments are date-recorded on receipt. However, it is the student’s responsibility to produce a copy of their work if the assignment is not properly submitted. Students are advised to keep updated back-ups in hard copy and on disk.

Use Gradebook in Blackboard to check that your assignment has been correctly submitted: It is your responsibility to ensure that the assignment has been correctly submitted.

Hand your journal entry in during class: No entries will be accepted late or out of class time. If you miss a class you may submit a note explaining your absence which will be taken into account in assessing the journal.

Submission to Turnitin
Assignments submitted through Blackboard are automatically submitted to Turnitin: Students are advised to check the originality reports to correct any citation errors.

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 without having an extension of time granted, will be awarded zero marks.

Special Consideration/Extension of Time Applications
Students wishing to apply for Special Consideration or Extension of Time should obtain the appropriate form from http://www.newcastle.edu.au/study/forms/ or the Student HUBS, Faculty Student Services Office, Level 1, GP1-22, General Purpose Building. Hand the form it to the Student HUB on or before the due date.

APPLICATIONS FOR AN EXTENSION OF TIME MUST GIVE THE DATE ON WHICH YOU WILL SUBMIT THE ASSIGNMENT.

No Assignment Re-submission
Students who have failed an assignment are not permitted to revise and resubmit it in this course. However, students are always welcome to contact their Tutor, Lecturer or Course Coordinator to make a consultation time to receive individual feedback on their assignments.

Re-marks
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: www.newcastle.edu.au/policy/academic/adm_prog/procedures_appeals_finalresult.pdf

Return of Assignments
Where possible, assignments will be marked within 3 weeks and returned to students via Blackboard.

Preferred Referencing Style
In this course, it is recommended that you use the 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. Further information on referencing and general study skills can be obtained from Academic Skills: http://www.newcastle.edu.au/centre/elfsc/lsp/academic-skills.html
Student Representatives
We are very interested in your feedback and suggestions for improvement. Student Representatives are the channel of communication between students and the School Board. Contact details of Student Representatives can be found on the School website.

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:

For Details on Course content and assessment see the course Blackboard site

Weekly outline

<table>
<thead>
<tr>
<th>Week</th>
<th>Week beginning</th>
<th>Weekly Topic &amp; Assessment at a Glance</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>July 17</td>
<td>Introduction to the course.</td>
</tr>
<tr>
<td>2</td>
<td>July 24</td>
<td>Analysing advertisements</td>
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<tr>
<td>3</td>
<td>July 31</td>
<td>Analysing documentaries</td>
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<tr>
<td>4</td>
<td>August 7</td>
<td>Analysing news reports</td>
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<tr>
<td>5</td>
<td>August 14</td>
<td>Literature searches, essay writing, citation style and assessment</td>
</tr>
<tr>
<td>6</td>
<td>August 21</td>
<td>Analysing cultural identity</td>
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<tr>
<td>7</td>
<td>August 28</td>
<td>Analysing stereotypes – Beer Ad Analysis Due</td>
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<tr>
<td>8</td>
<td>September 4</td>
<td>Analysing sitcoms</td>
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<tr>
<td>9</td>
<td>September 11</td>
<td>Analysing subculture</td>
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<tr>
<td>10</td>
<td>September 18</td>
<td>Analysing style</td>
</tr>
<tr>
<td>11</td>
<td>September 25</td>
<td>Analysing narrative</td>
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</tbody>
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Mid Semester Break: October 2 to October 13

<table>
<thead>
<tr>
<th>Week</th>
<th>Week beginning</th>
<th>Weekly Topic &amp; Assessment at a Glance</th>
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</thead>
<tbody>
<tr>
<td>12</td>
<td>October 16</td>
<td>Analysing ideology Textual Analysis Due</td>
</tr>
<tr>
<td>13</td>
<td>October 23</td>
<td>Analysing genre Final Journal Entry Due</td>
</tr>
<tr>
<td>14</td>
<td>October 30</td>
<td>Review and Evaluation</td>
</tr>
</tbody>
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Examination period: November 6 to November 24