CULT2130 - Media Structures and Practices
Course Outline

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Consultation hours:  Wednesdays, Thursdays or Fridays by appointment

Course Overview
Semester  Semester 1 - 2009
Unit Weighting   10
Teaching Methods
Lecture
Self Directed Learning
Tutorial
Computer Lab

Brief Course Description
Media Structures and Practices interrogates the theory, organisation, meaning and practice of contemporary media structures, principally from the perspective of cultural and media studies. The course focuses on a variety of media forms, and their operation on both local and global levels. The influence of the media upon society and governmental safeguards that regulate media will be examined. The course also examines ‘new’ media technologies and independent media forms, and their potential impact upon society. The course seeks to examine how and why consumers find pleasure in the media as part of their daily lives, how it is used in a variety of social relationships, and the role of government and corporations in influencing media. The media cannot be understood without also seeing how media is produced, and while the course largely examines media structures and practices from a theoretical perspective, there will also be a practical component wherein students will be given the opportunity to create their own media text.

Contact Hours
Lecture for 1 hour per week for the full term
Tutorial for 1 hour per week for the full term
Self Directed Learning for 1 hour per week for the full term - In addition to attending the weekly lecture and tutorial, you will be expected to dedicate at least one hour to independent study of the media. This will be in the form of a weekly task that you will be expected to have completed before your tutorial. The rationale

Course Outline Issued and Correct as at:  Week 1, Semester 1 - 2009

CTS Download Date: 21 January 2009
behind instituting is that this course is not intended to get you to memorise facts about media structures and practices, but rather to empower you to be more active consumers of media, aware of how local, national and international media industries are structured and able to conduct your own investigations into the media.

**Learning Materials/Texts**

Readings and additional resources will be available online and through the library – please find a list of these documents and how to access them on the course Blackboard site.

**Course Objectives**

By the end of this course, students will be able to:

* Demonstrate knowledge of how the media operates on a local and global level.
* Discuss key issues surrounding contemporary media structures and practices.
* Critically analyse theoretical discussion of media structures and practices.
* Apply the principles of media practice to an independent media project.

**Course Content**

Course topics may include:

* Australian media
* Case study analysis of particular media organisations in their specific settings.
* Questions of media ownership, media regulation and control.
* The production and regulation of children’s media
* The media and social change
* Media production
* Theoretical consideration of the tension between culture and commerce in the media;
* or other similar topics, as appropriate.

**Assessment Items**

| Weekly online short-answer questions | (30% in total, due by 6pm Fridays) These will be short-answer questions posted on Blackboard asking you to reflect on work undertaken for your pre-tutorial task – answer these questions online by 9am Thursdays and print out a copy to take to your tutorial (you will need to do this after you’ve ‘saved’ and before you ‘submit’). |
| Written assignment | (1500 words, 30%, due 13 April) A research-based report on how one form of media is structured (you will undertake initial research for this during the pre-tutorial tasks in weeks four and five). |
| Media project | (up to 2200 words, 40%, due 10 June) Research one media story/network/newspaper/etc and create a media-based response that critically reflects on how the relevant elements of media structure influence media practices. Your media-based response may be in the form of a zine, a blog entry, a video clip or audio clip or other format with the approval of your tutor. Responses in written form may be up to 2000 words, video/audio responses should be of no more than ten minutes. |

Further information on the assessments, including marking criteria, are available on Blackboard.

**Assumed Knowledge**

40 units at 1000 level

**Callaghan Campus Timetable**

**CULT2130**

**MEDIA STRUCTURES & PRACTICES**

Enquiries: School of Humanities and Social Science

Semester 1 – 2009

| Lecture and Tutorial | Thursday 10:00 - 11:00 | [GP201] |
| Thursday 11:00 - 12:00 | [GP216] |
| Thursday 12:00 - 13:00 | [GP212/214] |
| Thursday 13:00 - 14:00 | [GP130] |
| Thursday 14:00 - 15:00 | [GP316] |
| Thursday 15:00 - 16:00 | [GP212/214] |
| Friday 13:00 - 14:00 | [GP130] |
| Friday 14:00 - 15:00 | [GP130] |
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 Student Academic Integrity 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 uses an electronic text matching 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 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

Written Assessment Items

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

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.

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, 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.

**Changing your Enrolment**

If students are enrolled after the census dates listed below they are liable for the full cost of their student contribution or fees for that term.

For semester 1 courses: 31 March 2009

For semester 2 courses: 31 August 2009

For Trimester 1 courses: 18 February 2009

For Trimester 2 courses: 9 June 2009

For Trimester 3 courses: 22 September 2009

**Block Census Dates**

Block 1: 16 January 2009

Block 2: 13 March 2009

Block 3: 15 May 2009

Block 4: 10 July 2009

Block 5: 11 September 2009

Block 6: 16 November 2009

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, please refer to myHub - Self Service for Students [https://myhub.newcastle.edu.au](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

• Shortland Hub: Level 3, Shortland Building
• Hunter Hub: Level 2, Student Services Centre

City Precinct

• City Hub and Information Common: Ground Floor, University House

Faculty of Education and Arts website

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.

Important Additional Information

Written Assignment Presentation and Submission Details

Students are required to submit assessment items by the due date. Late assignments will be subject to the penalties described below.

Hard copy submission:

Hard copies are required for all assignments. These should be submitted at the student hub or in class as advised.

A hard copy of your Journal entry for each week is to be handed in during the seminar that week. Students are advised to keep a copy of the entry to refer to during the tutorial and when doing the research assignments.

- **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** because spelling, grammatical and referencing mistakes will be penalised.
- **Do not fax or email assignments** The journal will only be accepted in class – you must attend in order to submit. If you are unable to attend the class then you can hand in an explanation of your absence in the next week’s class which will be taken into consideration.
- **Keep a copy of all assignments:** It is the student’s responsibility to produce a copy of their work if the assignment goes astray after submission. Students are advised to keep updated back-ups in electronic and hard copy formats.

Online copy submission to Turnitin

Students are required to submit an electronic version of the following assignments to Turnitin via the course Blackboard website available www.blackboard.newcastle.edu.au/

- **Mid-semester assignment**
- **Major analytical research assignment**
All students have the opportunity to submit drafts of their assignment to Turnitin to self-check their referencing, and upload a replacement file until the due date and time.

Academic Integrity

Integrity, honesty, and a respect for knowledge and truth are the bases of all academic endeavours in teaching, learning and research. To preserve the quality of learning, both for the individual and for others enrolled, the University imposes severe sanctions on activities that undermine academic integrity.

There are two major categories of academic dishonesty:

(a) Academic Fraud, in which a false representation is made to gain an unjust advantage by, for example,

- the falsification of data
- reusing one’s own work that has been submitted previously and counted towards another course (without permission)
- misconduct in Examinations

(b) Plagiarism, which is the presentation of the thoughts or works of another as one’s own. Plagiarism includes

- copying, paraphrasing, or using someone else’s ideas without appropriate acknowledgement
- failure to identify direct quotation through the use of quotation marks
- working with others without permission and presenting the resulting work as though it were completed independently.

Please note that aiding another student to plagiarise (e.g. by lending assignments to other students) 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

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 will be awarded zero marks.


Refer - ‘Rules Governing the Administration of Assessment Items - Rule 000113’ available @ http://www.newcastle.edu.au/policylibrary/000113.html (section 18)

Special Circumstances

Students wishing to apply for Special Circumstances or Extension of Time should apply online. Refer - ‘Special Circumstances Affecting Assessment Items - Procedure 000641’ available @ http://www.newcastle.edu.au/policylibrary/000641.html
Assignment Re-submission

In this course students are NOT able to resubmit an assignment that has been graded. In consultation with the course co-ordinator the SACO may direct a student to repeat an assignment.

Re-marks & Moderations

A student may only request a re-mark of an assessment item before the final result - in the course to which the assessment item contributes - has been posted. If a final result in the course has been posted, the student must apply under ‘Procedures for Appeal Against a Final Result’ (Refer - http://www.newcastle.edu.au/study/forms/).

Students concerned at the mark given for an assessment item should first discuss the matter with the Course Coordinator. If subsequently requesting a re-mark, students should be aware that as a result of a re-mark the original mark may be increased or reduced. The case for a re-mark should be outlined in writing and submitted to the Course Coordinator, who determines whether a re-mark should be granted, taking into consideration all of the following:

1. whether the student had discussed the matter with the Course Coordinator
2. the case put forward by the student for a re-mark
3. the weighting of the assessment item and its potential impact on the student’s final mark or grade
4. the time required to undertake the re-mark
5. the number of original markers, that is,
   a) whether there was a single marker, or
   b) if there was more than one marker whether there was agreement or disagreement on the marks awarded.

A re-mark may also be initiated at the request of the Course Coordinator, the Head of School, the School Assessment Committee, the Faculty Progress and Appeals Committee or the Pro Vice-Chancellor. Re-marks may be undertaken by:

1. the original marker; or
2. an alternate internal marker; or
3. an alternate external marker (usually as a consequence of a grievance procedure).

Moderation may be applied when there is a major discrepancy (or perceived discrepancy) between:

1. the content of the course as against the content or nature of the assessment item(s)
2. the content or nature of the assessment item(s) as against those set out in the Course Outline
3. the marks given by a particular examiner and those given by another in the same course
4. the results in a particular course and the results in other courses undertaken by the same students.

For further detail on this University policy refer - ‘Re-marks and Moderations - Procedure 000769’ available @ http://www.newcastle.edu.au/policylibrary/000769.html

Return of Assignments

Assessments will be returned to students in class or via the student hub (students will be notified by email when/if marked assignments have been left at the hub).


Preferred Referencing Style

In this course, it is recommended that you use the MLA in-text referencing 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 and gives a page number or page range for both direct and indirect quotations, in parentheses (see http://owl.english.purdue.edu/owl/resource/557/02/). At the end
of the paper, a list of references provides publication information about the source; the list is alphabetised by authors’ last names (or by titles for works without authors), see http://owl.english.purdue.edu/owl/resource/557/14/). For further information on referencing and general study skills refer - ‘Infoskills’ available @ www.newcastle.edu.au/services/library/tutorials/infoskills/index.html

**Student Representatives**

Student Representatives are a major channel of communication between students and the School. Contact details of Student Representatives can be found on School websites.

Refer - ‘Information for Student Representatives on Committees’ available @ http://www.newcastle.edu.au/service/committees/student_reps/index.html

**Student Communication**

Students should discuss any course related matters with their 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 is available @ http://www.newcastle.edu.au/currentstudents/index.html

**Weekly outline**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture</th>
<th>Pre-tutorial task</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wk 1</td>
<td>March 5-6</td>
<td>Introduction</td>
<td>Go through the course outline and assessments and construct a list of any questions you have for asking in the tutorial.</td>
</tr>
<tr>
<td>Wk 2</td>
<td>March 12-13</td>
<td>The Media and Public Influence</td>
<td>Read Herman and Chomsky ‘Introduction’ to Manufacturing Consent (available on Blackboard)</td>
</tr>
<tr>
<td>Wk 3</td>
<td>March 19-20</td>
<td>The Impact of Commerce (screening: Rich Media, Poor Democracy)</td>
<td>Find five specific examples of ‘non-advertising’ media used for indirect advertising.</td>
</tr>
<tr>
<td>Wk 4</td>
<td>March 26-27</td>
<td>Media Structures Case study 1: Television in Australia, Britain and the U.S.</td>
<td>Conduct your own research into how one other media industry is structured (this will form the initial research for your mid-semester assignment).</td>
</tr>
<tr>
<td>Wk 5</td>
<td>April 2-3</td>
<td>Media structures case study 2: The Hollywood Film Industry</td>
<td>Either build on the research into media structure you started last week, or choose another form of media to investigate.</td>
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</tbody>
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**Mid-semester assignment due by 2pm, Monday 13th of April (1500 words, 25%)**

**Semester break April 10-17**

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture</th>
<th>Pre-tutorial task</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wk 7</td>
<td>April 23-24</td>
<td>Globalisation and Corporate Media: News and the Fox Network</td>
<td>Compare how one news story is presented on the Fox network and (an)other network(s) - (if you do not have access to Fox directly, there are plenty of clips on YouTube).</td>
</tr>
<tr>
<td>Wk 8</td>
<td>Apr 30 - May 1</td>
<td>Globalisation and Corporate Media: Disney</td>
<td>Research the cross-media promotion of one contemporary Disney production.</td>
</tr>
<tr>
<td>Wk 9</td>
<td>May 7-8</td>
<td>Globalisation and Corporate Media: Google, do no evil? (screening: Google Behind the Screen)</td>
<td>Read Stross ‘Introduction’ to Planet Google (available on Blackboard)</td>
</tr>
<tr>
<td>Wk 10</td>
<td>May 14-15</td>
<td>Independent media and the media reform movement</td>
<td>Locate an example of independent media and take notes on how it differs from, and how it is similar to, corporate media forms.</td>
</tr>
<tr>
<td>Wk 11</td>
<td>May 21-22</td>
<td>Local Media</td>
<td>Research a local media outlet, find out who owns it, and what its operational structure is.</td>
</tr>
<tr>
<td>Wk 12 May 28-29</td>
<td>Becoming empowered media consumers and producers</td>
<td>Collect together your ideas for your final project in an outline that contains an overview of your project, what sources/theories you will be using and how you will locate and access the material you need.</td>
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<tr>
<td>Wk 13 June 4-5</td>
<td>CONSULTATION WEEK</td>
<td>Your lecturer and tutor will be available during the lecture and tutorial times to discuss your final project with you and clear up any problems you may be having.</td>
<td></td>
</tr>
</tbody>
</table>

Final assignment due by 2pm on Wednesday the 10th of June