



School of the Arts and Media

MDIA2002

Analysing Media Communication

School of Arts and Media
Faculty of Arts and Social Sciences
UNSW

Semester 2, 2014

1. LECTURE: Ritchie Theatre, Mon 9.00 PM – 10.30 PM

TUTORIALS: 90 minutes, as arranged

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3. Staff contact details	
1. Course Convener	
Name	Dr Peter R. R. White
Phone	9385 2420 (x52364)
Office	Robert Webster Building 3 rd floor, room 311F
Email	mdia2002@unswbmedia.org Please note, if you want to receive a response from Dr White on matters relating to this course, you must use this course-specific email address.
Contact time and availability	Thursday, 12.00 – 1.30. To ensure Dr White is available, you must email in advance to arrange a time for the meeting.
Other Teaching Staff	
Name	Dr Helen Caple
Email	helen.caple@unsw.edu.au
Name	Dr Alexanne Don
Email address	eldon@panix.com

Name	Mohammad Makki
Email	momaki1986@gmail.com
Contact time and availability	Some of our tutors are employed by the university on a casual basis. Such casually-employed staff will have available around 15 minutes per week in which to endeavour to reply to your enquiries via email. They will do their best in this limited time to respond within 4-5 working days. Permanent staff will endeavour to respond to any email enquiries within 2-3 working days. We do not answer emails after hours or on the weekends.

4. School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster Building

Phone: 9385 4856

Email: sam@unsw.edu.au

5. Attendance and Tutorial Preparation Requirements

To pass this course you are required to attend at least 80% of lectures and 80% of tutorials (i.e. you must attend 10 out of the 12 lectures and 10 out of the 12 tutorials).

If you do not meet the minimum attendance requirement for any reason you may be refused final examination and you may fail the course.

Attendance will be taken at both lectures and tutorials. It is your responsibility to ensure that your name has been marked off at each tutorial and that you have handed in the lecture work sheet (with your name and signature) at each lecture. If you are more than 10 minutes late to either a tutorial or a lecture you will be deemed not to have attended.

If you experience a prolonged illness or misadventure that prevents you from meeting the 80% attendance requirement you should contact your course convenor immediately. You may be advised to withdraw from the course.

Each week you will need to prepare work in advance for tutorials. A significant component of this will be made up of your own consumption and analysis of media products – i.e. reading/listening/watching and then analysing the articles, items and programs published or broadcast during the weeks of the course. You will be expected to spend a minimum five hours a week in close and critical reading and viewing. If you want to do well in the course, you should endeavor to spend rather more time than this each week. Each week there will be tasks to complete by way of preparation for the tutorial. In some cases (especially in tutorials 1 through 4) you may need to submit this to the course Moodle site, typically at least 24 hours in advance of the tutorial. If you come to a tutorial unprepared, you will not be marked as having “attended” the tutorial and may be required to do additional work.

Since each course undertaken in your degree program is one quarter of full-time study, you can expect to require around seven hours a week for tutorial and assignment preparation, in addition to the three hours a week for the lecture and tutorial (i.e. a total of nine hours a week for the course). Many of you will have significant outside commitments, such as work, caring responsibilities, or internships. As important as all

of these are, none of them excuse absences from lectures and tutorial, and you need to be organising your commitments accordingly. You need to arrange your schedule so that you have at least nine hours available each week to devote to each of your courses.

6. Essential Information for SAM Students

Please download Essential Information and SAM assessment policy from this link:
<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

7 Course details	
Credit Points	6 CP
Summary of the Course	This course provides students with analytical and practical skills in various modes of media communication. Through both producing and analyzing media text types (print, online and broadcast), students develop their understanding of their linguistic properties, relating these to the social and institutional contexts in which the texts operate and the communicative objectives they serve. The meanings made by the texts will be explored in terms of issues of creating content, constructing identity and social relations, influencing readers, arguing effectively, and creating cohesive and coherent texts. Specific analytical tools will be developed which focus on issues of
Aims of the Course	1. This course will develop students' skills in describing and explaining the style and structure of key media texts, and accounting for their communicative potential.
	2. This course will develop students' abilities to produce and critically evaluate a range of media texts.
Student Learning Outcomes <i>At the end of this course, successful students will be able to:</i>	1. apply a variety of tools to enhance their production, analysis and evaluation of key communication and journalism texts;
	2. place communication and journalism practices within relevant social, institutional and ethical frameworks;
	3. demonstrate appropriate development of the skills of scholarly enquiry
Graduate Attributes <i>This course provides a foundation for all graduate attributes; however, the following are particularly in focus:</i>	1. the skills of communicating effectively by means of a range of text types, and the ability to tailor this communication to suit different audiences and methods of delivery
	2. the ability to independently learn media skills and to critically reflect on their value and purpose as modes of practice
	3. the capacity to keep abreast of changes in the audiences, platforms, tools and practices of media text production
	4. an appreciation of the cultural diversity of media audiences and media forms
	5. the skills required to create, discuss and evaluate creative work in collaboration with others
	6. the capacity for analytical and critical thinking and for creative problem-solving
	7. a capacity to contribute to, and work within, the international

8	a respect for ethical practice and social responsibility
9	the skills involved in practice-based research

8. Rationale for the inclusion of content and teaching approach

This course covers a range of media text types in order to provide students with a solid foundation for further study and professional practice. The course focuses on both practical and analytical skills to enable students to produce and critically evaluate media production. The course includes theoretical concepts to enable students to engage pro-actively and creatively in a range of professional contexts, equipping them to be potential leaders in their field.

9. Teaching strategies

This course uses face-to-face classroom teaching, with 1 x 90 minute lecture and 1 x 90 minute tutorial each week, including collaborative and individual work. Students prepare readings, discussion points and exercises in advance of each tutorial. For the most part, materials required for tutorial preparation and for assessment tasks will be made available via the course's Moodle website.

10. Course evaluation and development

We will be aiming to actively evaluate this course, responding to student feedback wherever possible. Formal university evaluation ("CATEI" Surveys) will be undertaken, as well as informal evaluations and tutorial focus groups. Feedback from students is welcome at any time; in person, by email, by letter.

11. Assessment

- You must complete a serious attempt at ALL assessment components in order to be eligible to pass this course.
- As per the Policies of the School of Arts and Media you must attend 80% of ALL classes (lectures and tutorials) in order to be eligible to pass this course.
- Late penalties, 3% per day late, are enforced where students submit assignments after a deadline without special consideration. Extensions are not granted for minor illnesses or minor misadventures. Late work will not be accepted once the marked assignments have been returned or after two weeks past the due date, whichever is earliest, unless an extension has been granted. It is the student's responsibility to keep a copy of their work in case of loss of an assignment.
- Plagiarism is a serious academic offence, and not acceptable in any professional practice. You need to familiarize yourself with the university policy. For more information see <http://www.lc.unsw.edu.au/plagiarism/index.html>.

In order to pass the course, you must make a serious attempt at ALL assessment tasks.

Assessment Summary					
Assessment task	Length	Weight	Learning outcomes assessed	Graduate attributes assessed	Due date
1. Assignment Component 1: tutorial preparation tasks	approx. 2000 words	10%	1,2,3	1, 2, 3, 4, 5, 6, 8, 9	continuing
1. Assignment Component 1:- one in-class presentations	20 minutes	25%	1, 2, 3,	1, 2, 3, 4, 5, 6, 8, 9	by arrangement
2. Assignment Component 2: Media analysis article	1500 – 2000 words (excluding words from any of the texts under analysis)	30%	1, 2, 3	1, 2, 3, 4, 6, 7, 8, 9	see Moodle for deadlines
3. Assignment Component 3: Media analysis article	2000 – 2500 words (excluding words from any of the texts under analysis)	35%	1, 2, 3	1, 2, 3, 4, 6, 7, 8, 9	see Moodle for deadlines

Submission of Assessment Tasks

The tutorial preparation tasks for tutorials 1 through 4 (weeks 2 through 5) are compulsory and will supply the material which will be marked as assessment 1. Work must be submitted at least 24 hours in advance of the tutorial. One or more tasks from these four weeks will be selected for marking. For full details see the course Moodle website.

The in-class presentations will be delivered during the tutorial. You will have 20 minutes to present your material and then to lead a tutorial discussion about your presentation. The presentation itself should run for a minimum of 12 minutes and a maximum of 15 minutes, with remaining time (between five and eight minute) to be devoted to a tutorial discussion of your presentation. It is your responsibility to lead and manage this discussion. You are required either to use presentation software such as Powerpoint, KeyNote or Prezy or to produce a set of speaking notes. It is a requirement that you submit a copy of your presentation slides or your speaking notes to Moodle by the evening before your tutorial, as well as copies of articles discussed and/or transcripts of broadcast items (where possible). You must check Moodle for full details of the requirements for this task and what must be submitted.

The media analysis articles will be submitted simultaneously to Moodle and to the course's Wordpress site at <http://www.mdia2002.org/2014>. (No hard copy submission required.)

For a full account of the assessment tasks, deadlines and their marking criteria, see the course Moodle website.

Late Submission

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for a writing task and your work were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same piece of work were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive 0 marks. Late work will not receive detailed feedback.

Extension Procedure

In the case of illness or misadventure you may apply to the Course Convenor for an extension of the due date. Work or family commitments, religious holidays or work due in other courses are not acceptable reasons for extension or Special Consideration requests. Evidence of significant progress in an assessment task must be demonstrated if asking for an extension due to emergency or illness close to the submission date. Extensions must be applied for to the course convenor in advance of the due date and will generally only be granted for a period of 2-3 days or up to 1 week in more serious cases.

Special Consideration

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL: <https://my.unsw.edu.au/student/atoz/SpecialConsideration.html>

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

12. Academic honesty and plagiarism

You should refer students to The Plagiarism Policy within Elise training. The Learning Centre can provide further information found via www.lc.unsw.edu.au/plagiarism

13. Course schedule

FOR DETAILS OF WHAT WILL BE COVERED WEEK-BY-WEEK, SEE MOODLE AND FOR MORE DETAIL ON THE ASSESSMENT TASKS

14. Resources for students	
Textbook, notes and readings/viewings etc.	There is no textbook for this course. Notes and readings will be provided electronically via download from the course's Moodle website. The major "text" for this course is the media itself – i.e. the stories, articles, images, broadcast items and so on which are published or which go to air in the weeks when the course runs, as well as any material published/broadcast previously which is some way relevant for discussion of current media products. It's up to you to decide just which publications or programs you wish to focus on.

You should consider making a selection from the following possibilities:

* the local daily newspapers (in their print and/or online manifestations) such as the *Daily Telegraph*, *The Sydney Morning Herald* and *The Australian*,

* overseas newspapers (available online) such as *The Guardian*, *The Daily Mail*, *The Independent*, *the Sun*, *The Mirror* (all in the UK), and such as *The New York Times*, *The Washington Post*, *The New York Post*

* local television and radio news, current affairs and cultural affairs programs (ABC and commercial stations)

* international television and radio news, current affairs and cultural affairs programs (available either via the internet or broadcast during the night by Channel 9, 7 and ABC 24)

* the Daily Show and the Colbert Report (available online or on Foxtel pay television)

* current affairs/cultural affairs magazines such as *The Monthly*, *Time*, *Newsweek*, *Dissent*, *The Atlantic Monthly*, *Utne Reader*, *Harper's*, *Mother Jones*, *The New Statesman*

* lifestyle and leisure magazines such as *Maddison*, *Marie Claire*, *GQ*, *Esquire*, *the Women's Weekly*, *New Idea*, *Dolly*, *Cleo*, etc

* gossip and celebrity magazines such as *Who*, *Now*, *Famous*

* local online-only publications such as

<http://theconversation.edu.au/>, <http://newmatilda.com/>,

<http://www.theglobalmail.org/>, www.crikey.com.au,

www.thehoopla.com.au , www.mumbrella.com.au .

* international online-only publications such as huffingtonpost.com, slate.com, salon.com, theatlanticcities.com

For an alternative take on the media and current affairs from a satirical perspective, try the Jon Stewart show (available on Foxtel or via the internet) and the Colbert Report (also available on Foxtel and via the internet).

For a convenient and compact summary of the week's news and current affairs, consider *The Weekly* magazine.

Also consider monitoring news, current affairs and cultural affairs oriented conversations which run on Twitter, Facebook, Google G+ and other social media platforms.

Also consider the following international journalism-analysis oriented websites:

<http://www.cjr.org/> (The Columbia Journalism Review),

<http://www.ajr.org/> (the American Journalism Review),

<http://www.niemanlab.org/> (Nieman Journalism Lab),

<http://www.bjr.org.uk> (British Journalism Review).

For academic analyses of the media see such journals as *The Australian Journalism Review*, *Pacific Journalism Review*,

	<p><i>Journalism Studies, Journalism, Media, Culture and Society, Journalism and Mass Communication Quarterly</i> (all available electronically via the library).</p> <p>For archives of previous publications and broadcasts use:</p> <ul style="list-style-type: none"> * Factiva (via the UNSW library) – a complete record of all items published in Australian and international newspapers and magazines going back 30 years (in some cases) * Informit e-library TVNews (via the UNSW library, search for TVNews) – a database of television news and current affairs broadcasts going back quite a few years (you can search for whole programs or for items on particular subjects) – video files downloadable to your computer * The ABC’s online archive of its radio and television programs * Online archives of Today Tonight (http://au.news.yahoo.com/today-tonight/) and A Current Affair (http://aca.ninemsn.com.au/), The Project (http://theprojecttv.com.au/), and so on.
<p>Online resources: Moodle website</p>	<p>For full details of the course content you must reference its Moodle website. Here you will find tutorial preparation exercises, assessment tasks, notes, links to readings, links for the submission of tutorial preparation tasks, and so on. These materials will be updated and extended as the course progresses. Accordingly you must access the site on a very regular basis – at least once a week.</p>
<p>Other</p>	<p>The readings supplied via the Moodle website contain many useful references to additional readings and websites.</p>
<p>Email communications and Contacting Staff</p>	<p>It is vital that you access your university student email account on a regular basis. This email address is the one with the format z[student number]@student.unsw.edu.au). We will use this address to provide you with information of an urgent nature – e.g. last minutes changes to the upcoming tutorial, cancellations of tutorials or lectures due to illness, changes to assignment deadlines, and so on. So you absolutely MUST access it on a regular basis. If you choose not to use this account, then you must set it to redirect mail to the account that you do use. You can do this at http://www.it.unsw.edu.au/students/zmail/redirect_external.html</p> <p>All correspondence re this course should be sent with the subject line MDIA2002 and include your full student id, tutorial day, time and location in the body. When emailing Dr White, you must use the following address: mdia2002@unswbmedia.org. Email correspondence should be used only for administrative matters and personal issues and should be directed to your tutor.</p>