



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA2002

Analysing Media Communication

Session 2, 2016

Course Outline

Staff Contact Details

| Position | Name | Email | Availability | Location | Phone |
|----------|--------------|-------------------------|--|---------------------------------------|--------|
| Convener | Peter White | mdia2002@unswbmedia.org | Wed 14.30-16.00 (please email in advance to arrange a meeting time) | Robert Webster Building, Level 3 311F | x52364 |
| Tutor | Alexanne Don | a.don@unsw.edu.au | N/A | N/A | N/a |
| Tutor | Ping Tian | p.tian@unsw.edu.au | N/A | N/A | N/A |

Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: <https://sam.arts.unsw.edu.au>

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information

All SAM students must make a serious attempt at all assessments in order to pass the course.

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*

This course provides students with high-level analytical skills in written, visual and multi-modal communication. We will develop a set of analytical tools which explore issues of meaning in relevant professional texts. Meanings will be explored in terms of issues of creating content, constructing identity and relations, and creating cohesive and coherent texts. Specific analytical tools will be developed which focus on issues of grammar, discourse, register, and genre. These tools will be used to interrogate and critique texts in relation to their social and professional contexts, and to inform students' production of their own texts in professional domains.

At the conclusion of this course the student will be able to

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

Teaching Strategies

Rationale:

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

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.

Assessment

1. Advance tutorial preparations (10%)

You must complete and submit in advance to Moodle **a minimum of six tutorial preparations** (24 hours before the starting time of your tutorial). The first four tutorial preparations (weeks 2 through 5) **are compulsory**, and hence you must complete a minimum of an additional two tutorial preparations (i.e. six in total). Two or three of these six preparations will be marked as part of the course assessment. Failure to complete the four compulsory tute preps (weeks 2 - 5) and an additional two preparations will mean you are likely to receive an incomplete fail for the course.

Each week's work must be submitted to Moodle at least 24 hours in advance of the tutorial. Work submitted later than this, but still by the start-time of the tutorial, will be accepted but with a deduction of marks, should that week's work be assessed. Work submitted later than the tutorial start will not be accepted, unless you have an acceptable reason such as a documented illness.

If you are unable to complete the preparation work for a given week on account of a documented illness (or other acceptable reason) then you have a further seven days to complete the task and to submit to Moodle. Obviously you must inform your tutor of your illness and supply the required documentation by email to your course convener. (mdia2002@unswbmedia.org)

Details of what is required each week and a submission link will be provided in the Moodle panel for that week's tutorial.

Please note a genuine effort is required for work to count as a submission. Similarly, all questions/task for a given week must be completed. You must complete the work on an individual basis - i.e. collaborative/group submissions are not permitted.

See Moodle for detailed information on the other assessment tasks: tutorial presentation; media analysis piece 1; media analysis piece 2.

Assessment Tasks

| Assessment task | Weight | Length | Due Date | Submission |
|-----------------------------|--------|--------|----------|------------|
| Media Analysis Article 1 | 35% | | | |
| Media Analysis Article 2 | 35% | | | |
| Media Analysis Presentation | 35% | | | |

Assessment Details

Assessment 1: Media Analysis Article 1

Details: Graded against a set of assessment criteria; written commentary on article

Learning outcomes:

Assessment 2: Media Analysis Article 2

Details: Grade provided against a set of assessment criteria; written commentary on article.

Learning outcomes:

Assessment 3: Media Analysis Presentation

Details: Graded against a set of assessment criteria; written commentary by tutor

Learning outcomes:

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course's moodle site with alternative submission details.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,
- * Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website: <https://student.unsw.edu.au/special-consideration>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices;

Paraphrasing, summarising, essay writing and time management

Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

Course Schedule

Timetable

| Date | Type | Content |
|---------------------------------|----------|---|
| Week 1: 25 - 29 July | Lecture | Doing media communication analyses - an introduction |
| | Tutorial | Tutorials start this week (week 1) - see course Moodle site for detailed information |
| Week 2: 1 - 5 August | Lecture | The analysis of views journalism - the anatomy of media arguments (Part 1) |
| | Tutorial | See course Moodle site for detailed instructions. |
| Week 3: 8 - 12 August | Lecture | The analysis of views journalism - justification, warrants and worldviews (Part 2) |
| Week 4: 15 - 19 August | Lecture | 1. Analysing Views Journalism - a guide to the conduct of analyses (Part 3); 2. Your tutorial presentations - a demonstration |
| Week 5: 22 - 26 August | Lecture | 1. The assassination of Osama Bin Laden – Pakistani media coverage; 2. News values in Iranian hard news reporting |
| Week 6: 29 August - 2 September | Lecture | Journalistic realities - media language and representation |
| Week 7: 5 - 9 September | Lecture | A guide to written analysis article 2 (assessment 4) - plus something on the media and body image |
| Week 8: 12 - 16 September | Lecture | Attitude and ideology in the "hard news" report - lines of analysis |
| Week 9: 19 - 23 September | Lecture | Media Visuals: reality, representation and the journalistic image |
| Week 10: 4 - 7 October | Break | Break to accommodate the Labour Day public holiday |
| Week 11: 10 - 14 October | Lecture | Dealing with notions of "slant" and "bias" in hard-news reporting |
| Week 12: 17 - 21 October | Lecture | The media critic: arts-&-entertainment reviewing |
| Week 13: 24 - 28 October | Lecture | TBA |

Resources

Prescribed Resources

- There is no set textbook for this course. All readings and other resources are available for download from the course Moodle website.

Recommended Resources

See course Moodle website for details of additional resources

Course Evaluation and Development

A CATEI student evaluation of the course will be conducted, along with some "focus group"-style surveying.