



## The University of Southern Queensland

### Course specification

This version produced 20 Dec 2007.

The current and official versions of the course specifications are available on the web at  
<<http://www.usq.edu.au/coursespecification/current>>.

Please consult the web for updates that may occur during the year.

<b>Description: Communication, Media and Culture</b>						
Subject	Cat-nbr	Class	Term	Mode	Units	Campus
CMS	1010	62636	1, 2007	ONC	1.00	Fraser Coast

<b>Academic group:</b>	FOART
<b>Academic org:</b>	FOA003
<b>Student contribution band:</b>	1
<b>ASCED code:</b>	100700

### STAFFING

Examiner: Bruce Horsfield  
Moderator: Andrew Mason

### SYNOPSIS

This course studies forms of mass communication, as elements of cultural and social processes. It offers strategies for understanding mass communication and its relationship to cultural products and to the institutions and social practices that sustain and exploit those products. The course focuses on still image content in mass media and provides a sound foundation for students interested in a career in one or more of the "knowledge industries" of Journalism, Radio, Television, Film, Advertising, Multimedia, Public Relations, Teaching, Consulting, Librarianship, Professional Communication, Commerce, the Private Sector and the Public Service.

### OBJECTIVES

On successful completion of this course, students should:

1. have a demonstrable understanding of a range of socio-cultural issues in mass communication;
2. have a demonstrable understanding of the alleged effects of mass media;
3. be able to complete textual analyses of still image media representations.
4. be able to demonstrate the ability to participate in group discussions of course content.

### TOPICS

Description	Weighting (%)
1. Social and cultural issues in mass communication	30.00
2. Audiences and Effects	30.00
3. Reading Media Images and Texts	40.00

## **TEXT and MATERIALS required to be PURCHASED or ACCESSED**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

CMS1010 Communication Media and Society Course Booklets (Study Package purchased from USQ Bookshop).

O'Shaughnessy, M. & Stadler, J. 2006, *Media and Society: An Introduction*, 3rd edn, Oxford University Press, Melbourne.

## **REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

'Electronic Journal of Communication' (Available: [www.cios.org](http://www.cios.org)).

'Catalogue of Benetton's postmodern advertisements' (Available: [www.benetton.com](http://www.benetton.com)).

Cunningham, S. & Turner, G (eds) 1997, *The Media in Australia: Industries, Texts, Audiences*, Allen & Unwin, Sydney.

Curran, J. & Gurevitch, M (eds) 2000, *Mass Media and Society*, 3rd edn, Edward Arnold, London.

Fiske, J 1989, *Reading the Popular*, Routledge, London.

Fiske, J 1992, *Understanding Popular Culture*, Routledge, London.

Hartley, J 1992, *The Politics of Pictures: The Creation of the Public in the Age of Popular Media*, Routledge, London.

McQuail, D 1994, *Mass Communication Theory: An Introduction*, 3rd edn, Sage, London.

O'Sullivan, T et al 1994, *Key Concepts in Communication and Cultural Studies*, 2nd edn, Routledge, London.

Stevenson, N 1995, *Understanding Media Cultures: Social Theory and Mass Communication*, Sage, London.

## **STUDENT WORKLOAD REQUIREMENTS**

ACTIVITY	HOURS
Examinations	2.00
Lectures	14.00
Private Study	121.00
Tutorials	28.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg(%)	Due date
NLP EXERCISE (500-600 WORDS)	5.00	5.00	23 Mar 2007 (see note 1)
ESSAY 1 - 1500 WORDS	25.00	25.00	27 Apr 2007 (see note 2)
ESSAY 2 - 1500 WORDS	30.00	30.00	10 Jun 2007 (see note 3)
2HR CLOSED EXAMINATION	40.00	40.00	END S1 (see note 4)

### NOTES

1. This assessment item is aligned with Objective 1,3 & 4.
2. This assessment item is aligned with Objectives 1,2 & 4.
3. This assessment item is aligned with Objectives 1, 3 & 4.
4. Exam dates will be advised when timetables are finalised. This assessment item is aligned with Objectives 1, 2 3 & 4.

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the student's responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration. For this course, normal class attendance consists of one 50 minute lecture and one 100 minute tutorial per week.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To successfully complete an individual assessment item, a student must achieve at least 50% of the marks or a grade of at least C-. This statement must be read in conjunction with Statement 4 below.
- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval, then a penalty of 10% of the total marks available for the assignment will apply for each of the first FIVE working days late, after which a zero mark will be given.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of a passing grade, students must demonstrate, via the summative assessment items, that they have achieved the required minimum standards in relation to the objectives of the course by: (i) satisfactorily completing the examination (where applicable) and assignments; and (ii) obtaining at least 50% of the total weighted marks for all summative assessment items. All students have an opportunity, with the permission of the examiner, to resubmit an assignment once, with the exception of an examination. A resubmitted assignment is eligible for the full range of marks.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks / grades obtained for each of the summative assessment items in the course.
- 6 Examination information:

The exam for this course is a CLOSED EXAMINATION, and candidates are allowed to bring only writing and drawing instruments into the examination.

- 7 Examination period when Deferred/Supplementary examinations will be held:  
Any deferred or supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL  
<http://www.usq.edu.au/corporateservices/calendar/part5.htm>

## ASSESSMENT NOTES

- 9 (a) The due date for an assignment is the date by which a student must lodge the assignment at the USQ. (b) All Faculty of Arts assignments must be lodged in the submission box at the Wide Bay Campus no later than 9.00 am on the due date. (c) In the event that a due date for an assignment falls on a local public holiday in their area, such as a Show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience. (d). Students must retain a copy of each item submitted for assessment. This must be despatched to USQ within 24 hours if requested by the Examiner. (e) In accordance with University's Assignment Extension Policy (Regulation 5.6.1), the examiner of a course may grant an extension of the due date of an assignment in extenuating circumstances such as documented ill-health. (f) Students who have undertaken all of the required assessments in the course but who have failed to meet some of the specified objectives of the course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete-Makeup). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study. (g) Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or sit for an examination at the scheduled time, may apply to defer an assessment in the course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination; IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).