Description: Communication and the Culture Industries

<table>
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<th>Subject</th>
<th>Cat-Nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<td>ONC</td>
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Academic Group: FOART
Academic Org: FOA004
HECS Band: 1
ASCED Code: 100700

STAFFING
Examiner: Julianne Stewart
Moderator: Karey Harrison

OTHER-REQUISITES
Prerequisites Nil

SYNOPSIS
This course examines the culture industries from a global perspective. It looks at the industrial/commercial production of culture, and at the role played by the mass media in circulating the products of the culture industries.

OBJECTIVES
On completion of this course students will be able to:

- discuss how meanings are circulated in contemporary society;
- explain the relationship between culture and economics;
- critique processes of production in terms of cultural phenomena;
- analyse a range of cultural goods and services and their methods of production, circulation and consumption.

TOPICS

<table>
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<th>Description</th>
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<tr>
<td>1. The globalisation of culture</td>
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<td>2. The culture industries</td>
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<tr>
<td>3. Case studies in cultural production</td>
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4. Communicating between producers and consumers: Advertising and marketing

**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**
Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.

USQ Study Package


**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.


Chapter 1 *Culture, Communications and Political Economy*, by P Golding and G Murdock,
Chapter 6 *The Global and the Local in International Communications*, by A Sreberny-Mohammadi.

Chapter 8 *A Mass Communication Perspective on Entertainment Industries*, by J Turow.


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Examinations</td>
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<tr>
<td>Lectures</td>
<td>14</td>
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<td>Private Study</td>
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<td>Tutorial</td>
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**ASSESSMENT DETAILS**

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<td>2000 WORD ESSAY</td>
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**IMPORTANT ASSESSMENT INFORMATION**

1. Attendance requirements:
   It is the students' 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.

2. Requirements for students to complete each assessment item satisfactorily:
   To complete each of the assessment items satisfactorily, students must obtain at least 50% of the marks available for each assessment item.

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 and assignments; and (ii) obtaining at least 50% of the total weighted marks for all summative assessment items.

5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or 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/SECARIAT/calendar/Part5/ or in the printed version of the current USQ Handbook.

ASSESSMENT NOTES

9 It is the students' 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.