Description: Television: Industry to Audience

Academic group: FOART
Academic org: FOA004
Student contribution band: 1
ASCED code: 100700

STAFFING
Examiner: Andrew Mason
Moderator: Julianne Stewart

SYNOPSIS
Television plays an integral part in modern lives. As a key institution of late capitalist society television narratives provide contemporary mythology for social interactions and their discourses both infiltrate and reflect cultures locally and globally. This course surveys the institutional structures of television and their relations to the text, its reception and cultural function. The relevance of genre will be discussed with selected examples.

OBJECTIVES
On completion of this course students will have:
1. advanced knowledge of selected televisual forms and institutions and their relation to contemporary Australian culture and society;
2. a highly developed understanding of the commodification of culture and its effects upon the construction, circulation and reception of texts;
3. an ability to analyse, at an advanced level, texts as sites of meaning constituted through various competing discourses;
4. a sophisticated understanding of the significance of textual pleasure in reading and criticising television texts.

TOPICS

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<thead>
<tr>
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<th>Weighting (%)</th>
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<tr>
<td>1. Introduction: The emergence of the media as an institution</td>
<td>15.00</td>
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<tr>
<td>2. Ideology</td>
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<tr>
<td>3. Audience</td>
<td>15.00</td>
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<tr>
<td>4. Narrative forms</td>
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<tr>
<td>5. Study of selected genre</td>
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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).


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.


Buxton, D 1990, From the Avengers to Miami Vice: form and ideology in television series, Manchester University Press, Manchester & New York.

Corner, J 1995, Chapter 5 Adwords, Television Form and Public Address, Edward Arnold, London, pp105-134.


**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<td>Private Study</td>
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**ASSESSMENT DETAILS**

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<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tr>
<td>ESSAY 2 PROPOSAL</td>
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<td>ESSAY 2 4000 WORDS</td>
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<tr>
<td>CMA TEST 2</td>
<td>100.00</td>
<td>5.00</td>
<td>11 Nov 2005</td>
</tr>
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**NOTES**

1. A written proposal must be submitted for approval for this assessment item - details will be given at the beginning of semester.

**IMPORTANT ASSESSMENT INFORMATION**

1. Attendance requirements:
it is the student’s responsibility 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 receiving a passing grade, a student must achieve at least 50% of the available weighted marks for the two main summative assessment items. Please note that a student does not have to pass the CMA tests to pass the course.

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:
There is no exam for this course.

7 Examination period when Deferred/Supplementary examinations will be held:
Given the details under (6) above, there are no deferred exams for this course. However, if any deferred/makeup work is granted, it would have to be submitted by a date set by the examiner.

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 or in the current USQ Handbook.

ASSESSMENT NOTES

9 (a) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the Examiner. (b) 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. (c) 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. (d) 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. (e) 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).