The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursesspecification/current>. Please consult the web for updates that may occur during the year.

Description: Introduction to Media Studies

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
<th>Campus</th>
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<tbody>
<tr>
<td>CMS</td>
<td>1012</td>
<td>2, 2010</td>
<td>EXT</td>
<td>1</td>
<td>Toowoomba</td>
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Academic group: FOART
Academic org: FOA003
Student contribution band: 1
ASCED code: 100700

STAFFING
Examiner: Kelly McWilliam
Moderator: Andrew Mason

SYNOPSIS
This course is the foundation course in Media Studies. It introduces students to the study of a broad range of media texts, forms, and systems, developing skills in information literacy, media analysis, critical thinking, and essay writing. The course encourages students to develop a critical engagement with the media, but particularly with their roles as media consumers and, where relevant, media producers. One of the features of this course is its engagement with industry: during the course, where possible and applicable, students will be invited to hear from professionals from diverse media industries.

OBJECTIVES
On completion of this course students will be able to:
1. discuss a diverse range of media
2. identify different ways of thinking about media
3. use key disciplinary terms in appropriate ways
4. apply select disciplinary concepts and/or approaches to the study of media

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>Information Literacy Skills</td>
<td>10.00</td>
</tr>
<tr>
<td>Media Texts, Forms and Systems</td>
<td>40.00</td>
</tr>
<tr>
<td>Media Audiences</td>
<td>20.00</td>
</tr>
<tr>
<td>Approaches to Studying Media</td>
<td>30.00</td>
</tr>
</tbody>
</table>
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.

Continuum: Journal of Media and Cultural Studies,
Media International Australia,
Stadler, J with McWilliam, K2009, Screen Media: Analysing Film and Television, Allen & Unwin, St Leonards, NSW.

STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Study</td>
<td>165.00</td>
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## ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg (%)</th>
<th>Due date</th>
<th>Objectives assessed</th>
<th>Graduate skill</th>
<th>Level assessed</th>
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<tbody>
<tr>
<td>ONLINE FORUM POSTS</td>
<td>100</td>
<td>30</td>
<td>21 Jul 2010</td>
<td>All</td>
<td>U2, U3, U4, U5, U7</td>
<td>1, 1, 1, 1, 1</td>
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<tr>
<td>CMA TEST 1</td>
<td>100</td>
<td>10</td>
<td>13 Aug 2010</td>
<td>2, 3</td>
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<tr>
<td>CMA TEST 2</td>
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<td>10</td>
<td>10 Sep 2010</td>
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<td>CMA TEST 3</td>
<td>100</td>
<td>10</td>
<td>08 Oct 2010</td>
<td>2, 3</td>
<td></td>
<td></td>
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<tr>
<td>ESSAY</td>
<td>100</td>
<td>40</td>
<td>29 Oct 2010</td>
<td>2, 3, 4</td>
<td></td>
<td></td>
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</tbody>
</table>

### NOTES
1. This assessment is aligned with all Objectives
2. This assessment is aligned with Objectives 2 and 3
3. This assessment is aligned to Objectives 2 and 3
4. This assessment is aligned with Objectives 2 and 3
5. This assessment is aligned with Objectives 2, 3 and 4

### GRADUATE QUALITIES AND SKILLS
Elements of the following USQ Graduate Skills are associated with the successful completion of this course.

<table>
<thead>
<tr>
<th>Skill</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem Solving (Skill U2)</td>
<td>Introductory (Level 1)</td>
</tr>
<tr>
<td>Academic, professional and digital literacy (Skill U3)</td>
<td>Introductory (Level 1)</td>
</tr>
<tr>
<td>Written &amp; Oral Communication (Skill U4)</td>
<td>Introductory (Level 1)</td>
</tr>
<tr>
<td>Interpersonal Skills (Skill U5)</td>
<td>Introductory (Level 1)</td>
</tr>
<tr>
<td>Cultural Literacy (Skill U7)</td>
<td>Introductory (Level 1)</td>
</tr>
</tbody>
</table>

### IMPORTANT ASSESSMENT INFORMATION
1. **Attendance requirements:**
   There are no attendance requirements for this external course. However, 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 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 extenuating circumstances and without prior approval, then a penalty of a maximum of 5% of the assigned mark may apply for each working day late, up to a maximum of 10 working days, at which time a mark of zero can be recorded for that assignment.

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 total weighted marks available for 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 aggregate of the weighted marks / 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 Student Policies:
Students should read the USQ policies Definitions, Assessment and Student Academic Misconduct to avoid actions which might contravene University policies and practices. These policies can be found at the URL http://policy.usq.edu.au/portal/custom/search/category/usq_document_policy_type/Student.1.html.

ASSESSMENT NOTES

1 (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) 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. (e) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (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).

2 Students can expect that questions in assessment items in this course may draw upon knowledge and skills that they can reasonably be expected to have acquired before enrolling.
in the course. This includes knowledge contained in pre-requisite courses and appropriate
communication, information literacy, analytical, critical thinking, problem solving or
numeracy skills. Students who do not possess such knowledge and skills should not expect
to achieve the same grades as those students who do possess them.

3 Students will require access to email and have internet access to UConnect for this course.