Unit outline for HSW110.5 Media Culture and Meaning

Name of unit
Media Culture and Meaning (HSW110.5)

Unit description
This unit introduces students to the field of media studies within a cultural studies context. It traces key ideas from the fields of media ecology, sociology, philosophy, theology and psychology in order to provide a critical understanding of the role of language and media in shaping human thought and culture. The unit also looks at key issues in media and culture, such as news reporting, surveillance, and media narratives, encouraging the application of this theoretical understanding to students' own creative practice.

SECTION 1 – GENERAL INFORMATION (CORE)

Administrative details

Associated higher education awards (for example, Bachelor, Diploma)	Duration (for example, one semester, full year)	Level (for example, introductory, intermediate, advanced level, 1st year, 2nd year, 3rd year)	Unit coordinator
Diploma	1 Semester	Introductory/1st semester	Pete Court

Core or elective unit

Indicate if the unit is a:

☒ core unit

☐ elective unit

☐ other (please specify below):

Unit weighting

Using the table below, indicate the credit point weighting of this unit and the credit point total for the course of study (for example, 10 credit points for the unit and 320 credit points for the course of study).

Unit credit points Example: 10 credit points	Total course credit points Example: 320 credit points
6	48

Student workload

Using the table below, indicate the expected student workload per week for this unit.

No. timetabled hours per week (1)	No. personal study hours per week (2)	Total workload hours per week (3)
3	6	9

For those students requiring additional English language support, how many additional hours per week is it expected that they will undertake?

Additional English language support: 0 hours per week

Prerequisites and co-requisites

Are students required to have undertaken a prerequisite or co-requisite unit for this unit?

☐ Yes X No

SECTION 2 – ACADEMIC DETAILS (CORE)

Learning outcomes for the unit
On successful completion of this unit students will be able to:
1. Discuss the role of media in developing cultural and individual identity
2. Identify potential future media developments and express a considered understanding of their likely impact on society and creative practice
3. Apply an awareness of media theory to develop a pitch for a future media product/device/text

Topics included in the unit	
What is the media?	Faith as feature, and failing
Who controls the media, how, why and so what?	Selling the gospel: Church media
Making news: the changing face of journalism	Stories of science: TWOD and the search for 'truth'
Another Prime Minister? Politics in the age of digital media	Food porn: getting noticed in the competition era
	The war for the climate: marketing 'issues'
What sells? Sex and manipulating by desire	Making music: industry, art or advertising?

Assessment tasks

Type (1) (see examples noted below this table)	When assessed – year, session and week (for example, year 1, semester 1, week 1)	Weighting (% of total marks for unit)	Cross reference to learning outcomes
Workshop Presentation: (1000 words equiv.) Prepare a 20 min presentation of a commercial text; deconstruct it and explain how it achieves, or fails to achieve, its aims.	Weeks 2-10	25%	1
Deconstruction Assignment (1500 words) Write an essay in which you critically deconstruct a commercial advertising text, as per workshop, utilising theoretical foundations from media studies to explore the text and its meanings.	Week 10	35%	1, 2
Media Product Pitch: Present a concept for your own media product/ device/text and explore how it will work, why it is needed, and what historical precedence underpins your belief in this product. 2000 words	Week 13	40%	2, 3

(1) Examples of types of assessment tasks include: assignments; examinations; group projects; online quizzes/tests; presentations; work-based projects; and reflective journals. Ensure that details of the types of assessment tasks are included such as specific topics, duration/length/word limit of assessment and any specific formats.

2.1   Prescribed and recommended reading

Provide below, in formal reference format, a list of the prescribed and recommended reading for the unit.

Branston, G. & Stafford, R. (2006). *The media student's book* / 4th ed. Abingdon, Oxon. ; New York, N.Y. : Routledge.

Derrida, J. (2001). 'Above All, No Journalists!' Hent de Vries and Samuel Weber (Eds.), *Religion and Media.* Stanford: Stanford Univ. Press.

Derrida, J. & Stiegler, B. (2002). *Echographies of Television,* trans. Jennifer Bajorek. Cambridge, UK: Polity Press.

Dreier, T. (2019). 'The State of Media and Entertainment.' *Streaming Media*, Vol. 47 Issue 4, p14-20. 4p. Apr 2019.

Hall, S. (1997). 'The Work of Representation'. *Representation: Cultural Representations and Signifying Practices*. London: SAGE Publications, 1997, 15-73.

Jones, R.H. & Hafner, C.A. (2012). *Understanding digital literacies : a practical introduction* . Milton Park, Abingdon, Oxon ; New York : Routledge

Mackenzie, E. (2016). 'The future of radio'. *B&T*, No. 2814, 79-82, 84, 86. Feb 2016Mayer, J. (2019). 'The Making of the Fox News White House'. *New Yorker*. March 11, 2019

Mazzoli, E.M. (2015). 'Post-TV: Piracy, Cord-Cutting, and the Future of Television' (Book review) *Cinej cinema Journal*. Volume 5.1 (2015).

Perreault, G. & Stanfield, K. (2019). 'Mobile Journalism as Lifestyle Journalism?' *Journalism Practice*, 13:3, 331-348.

Postman, N. (1987). *Amusing ourselves to death: public discourse in the age of show business*. London, UK : Methuen.

Scheibe, K., Fietkiewicz, K.J. & Stock, W.G. (2016). *Information Behavior on Social Live Streaming Services*. 4(2):6-20.

TV Trade Media, Inc. (2015). 'The future of television revealed in ten steps.' *Video Age International*, Vol 35 No 6. Oct. 2015.

Whyte, J. (2018). 'A new geography of defence: The birth of psychological warfare.' *Political Geography,* Volume 67, Pages 32-45. November 2018.