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Humanities and Social Sciences Faculty Handbook 1995

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Humanities and Social Sciences Faculty Handbook **1995**

The University attempts to ensure that the information contained in the handbook is correct as at 4 November 1994. The University reserves the right to vary any matter described in the handbook at any time without notice.

Equal opportunity

It is University policy to provide equal opportunity for all, regardless of race, sex, marital status, physical ability, sexual preference, age, political conviction or religious belief. The University also has an ethnic affairs policy to ensure that the University community is sensitive to the multicultural nature of Australian society and the cultural diversity within the University.

Free speech

The University supports the right to freedom of speech and the rights of its members to contribute to the diversity of views presented in our society.

Non-discriminatory language

UTS has adopted the use of non-discriminatory language as a key strategy in providing equal opportunity for all staff and students. Guidelines for the use of non-discriminatory language have been developed and all members of the University community are encouraged to use them.

Editorial and production:

Corporate Responsibilities Unit
University Secretary's Division

Design:

UTS News and Design Services

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City campus

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  702–730 Harris Street, Ultimo
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  Corner Quay Street and Ultimo Road, Haymarket, Sydney
- Blackfriars
  Blackfriars Street, Chippendale
- Smail Street
  3 Smail Street, Ultimo
- Wembley House
  839–847 George Street, Sydney
- 645 Harris Street, Ultimo
- Bulga Ngurra, 23–27 Mountain Street Ultimo
- 82–84 Ivy Street, Chippendale

Kuring-gai campus

Eton Road
Lindfield
(PO Box 222, Lindfield NSW 2070)

St Leonards campus

- Dunbar Building
  Corner Pacific Highway and Westbourne Street, Gore Hill
- Clinical Studies, Centenary Lecture Theatre and West Wing
  Reserve Road, Royal North Shore Hospital
- Gore Hill Research Laboratories
  Royal North Shore Hospital
- School of Legal Practice (College of Law)
  Corner Chandos and Christie Streets
  St Leonards
  Telephone: (02) 965 7000

Yarrawood Conference and Research Centre

Hawkesbury Road
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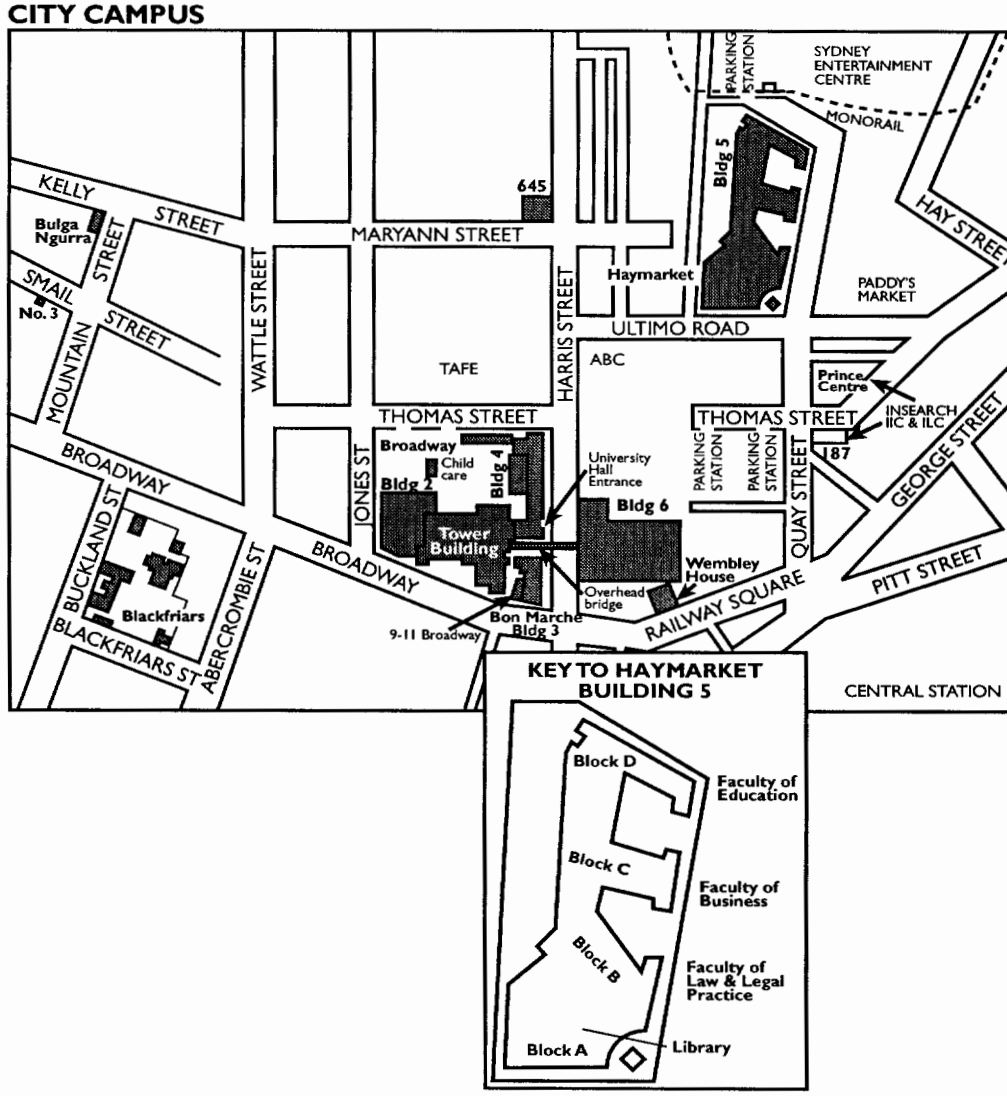
Stroud

Lot AFP 161894
The Bucketts Way
Booral 2425

CAMPUS MAPS

CITY CAMPUS



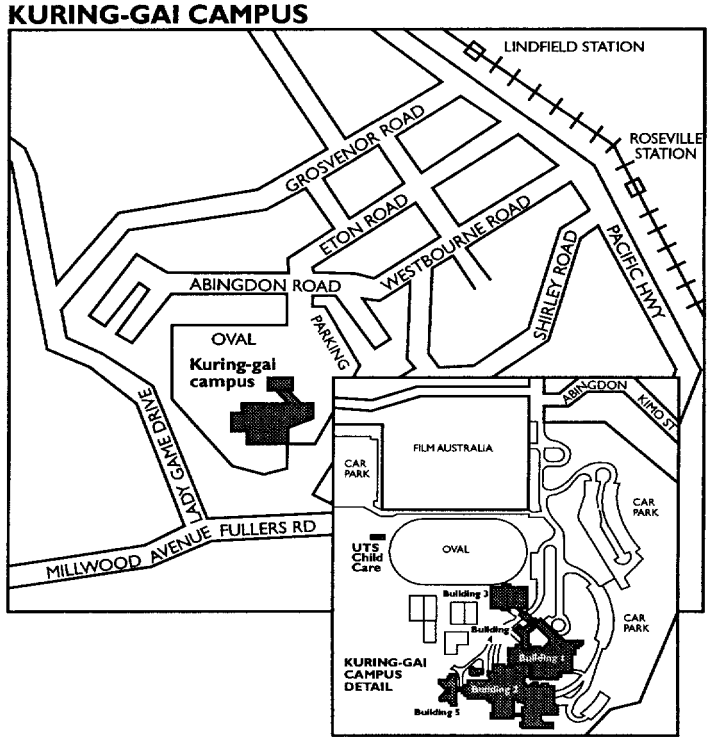
City campus

- Broadway
  No. 1 Broadway, Ultimo
  702–730 Harris Street, Ultimo
- Haymarket
  Corner Quay Street and Ultimo Road
  Haymarket, Sydney
- Smail Street
  3 Smail Street, Ultimo
- Wembley House
  839–847 George Street
  Sydney
- 645 Harris Street, Ultimo
- Bulga Ngurra, 23–27 Mountain Street
  Ultimo
- 82–84 Ivy Street, Chippendale

CAMPUS MAPS

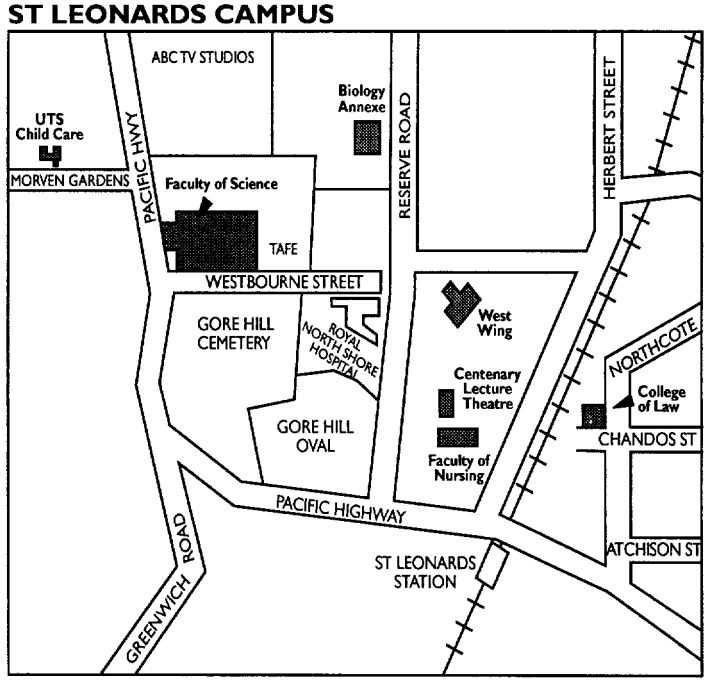
Kuring-gai campus

Eton Road
Lindfield



St Leonards campus

- School of Biological and Biomedical Sciences
  Dunbar Building
  Corner Pacific Highway and Westbourne Street
  Gore Hill
- Clinical Studies, Centenary Lecture Theatre and West Wing
  Reserve Road, Royal North Shore Hospital
- Gore Hill Research Laboratories
  Royal North Shore Hospital
- School of Legal Practice (College of Law)
  Corner Chandos and Christie Streets
  St Leonards



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PREFACE

This handbook is one of a suite of twelve publications comprising the University *Calendar*, the *Student Information Guide* and ten handbooks: Business; Design, Architecture and Building; Education; Engineering; Humanities and Social Sciences; International Studies; Law and Legal Practice; Mathematical and Computing Sciences; Nursing; and Science. Each handbook provides general information about the faculty as well as detailed information on the courses and subjects offered.

The *Calendar* contains the University By-law, which all students should read. It also contains a list of the University's courses, giving the name, abbreviation and title as indicated on the testamur. Copies of the *Calendar* are held in the University Library and in faculty offices, and may be purchased at the Co-op Bookshop.

Copies of the *Student Information Guide* are provided free to students at enrolment. You should make sure that you read the student rules published in the guide. Information on the rights and responsibilities of students and on the services and facilities available is also given. The guide will assist you in your dealings with the University's administration and tell you whom to contact if you have a problem or need advice. Other publications providing information of a general nature are the UAC *Guide*, and the UTS Undergraduate and Postgraduate Studies Guides, all of which are available from the UTS Information Service.

For further information not provided in any of the publications mentioned e.g. additional information on courses, methods of assessment and book lists, you should contact the UTS Information Service or your Faculty office. If in doubt, don't hesitate to ask.

We hope you will enjoy your time as a student at UTS and wish you well in your studies.

FACULTY MISSION STATEMENT

Critical analysis and social responsibility for a modern information society

The Faculty of Humanities and Social Sciences has drawn together the strengths and reputation of a number of previously independent institutions.

Located in central Sydney, the Faculty is ideally placed in Australia and in the Asia/Pacific region to realise its major goal: to produce graduates who can apply critical analysis in a broad range of professional situations, and exploit technology in an informed, innovative and socially beneficial manner.

Other general aims of the Faculty are to make policy contributions in the media, information and culture industries and professions; to assess and contribute to Australia's role in the information society; to develop and sustain research and educational exchanges internationally and equally with the Asia/Pacific region, the US and the UK; to act as a point of reference for new development in media education, interdisciplinary critical theory and professional development and redevelopment; to deploy the Faculty's strong creative and intellectual capacity in the culture, information and media industries; to provide education and development opportunities for the science, technology and information professions to develop their communication channels and methods; and to continue to participate in the international community of scholars.

The Faculty of Humanities and Social Sciences affirms its support for the principle of freedom of expression and the right of members of the University to contribute to the diversity of views presented in our society.

PRINCIPAL DATES FOR 1995[1]

AUTUMN SEMESTER

January

3 Enrolment day for Summer schools
4 School of Legal Practice enrolment day at St Leonards campus
9 Release of HSC results
13 Formal supplementary examinations for 1994 Spring semester students
17 Closing date for changes of preference to the Universities Admissions Centre (UAC) from 1994 NSW HSC applicants (by 4.30 p.m.)
19–31 Enrolment of postgraduate students, continuing undergraduate students and new direct entry students at City campus
26 Australia Day – public holiday
27 Public school holidays end

February

1–6 Enrolment of new undergraduate (UAC) students at City campus
7–17 Enrolment of postgraduate students, continuing undergraduate students and new direct entry students at City campus
27 Classes begin

March

10 Last day to enrol in a course or add subjects
Last day to change to 'pay now/up-front' HECS payment
24 Last day to apply for leave of absence without incurring student fees/charges
31 HECS Census Date
Last day to withdraw from a subject without financial penalty

April

7 Last day to withdraw from a course or subject without academic penalty [2]
14 Public school holidays begin
Good Friday
17 Easter Monday
18–21 Vice-Chancellors' Week (non-teaching)
19 Graduation period begins
21 Public school holidays end
Provisional examination timetable available
25 Anzac Day
28 Last day to apply to graduate in Spring semester 1995

May

5 Graduation period ends
12 Examination Masters due
26 Final examination timetable available
31 Closing date for undergraduate and postgraduate applications for Spring semester

June

12 Queen's Birthday – public holiday
13–29 Formal examination period
30 Autumn semester ends

[1] Information is correct as at 15 November 1994. The University reserves the right to vary any information described in Principal Dates for 1995 without notice.

[2] HECS/Postgraduate course fees will apply after the HECS Census Date.

SPRING SEMESTER

July

3 Public school holidays begin
3–7 Vice-Chancellors' Week (non-teaching)
10–14 Formal alternative examination period for Autumn semester students
14 Public school holidays end
21 Release of Autumn semester examination results
24 Formal supplementary examinations for Autumn semester students
24–28 Confirmation of Spring semester programs
25–26 Enrolment of new and readmitted students and students returning from leave/concurrent study
31 Classes begin

August

1 Applications available for undergraduate and postgraduate courses
4 Last day to withdraw from full year subjects without academic penalty [2]
11 Last day to enrol in a course or add subjects
Last day to change to 'pay now/up-front' HECS payment
25 Last day to apply for leave of absence without incurring student fees/charges (Spring enrolments only)
31 HECS Census Date
Last day to withdraw from a subject without financial penalty
Last day to apply to graduate in Autumn semester 1996

September

8 Last day to withdraw from a course or subject without academic penalty [2]
22 Provisional timetable available
25 Public school holidays begin
Graduation period begins
25–29 Vice-Chancellors' Week (non-teaching)
29 Closing date for undergraduate applications via UAC (without late fee)
Closing date for inpUTS Special Admission Scheme applications
Graduation period ends
Closing date for postgraduate applications (*to be confirmed*)

October

2 Labour Day – public holiday
6 Public school holidays end
13 Examination Masters due
27 Final examination timetable available
31 Closing date for postgraduate research and course award applications
Closing date for undergraduate applications via UAC (with late fee)
Closing date for undergraduate applications direct to UTS (without late fee)

November

13–30 Formal examination period

December

1 Spring semester ends
11–15 Formal alternative examination period for Spring semester students
18 Public school holidays begin
22 Release of Spring semester examination results

[2] HECS/Postgraduate course fees will apply after the HECS Census Date.

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

COURSES AVAILABLE

In 1995 the Faculty of Humanities and Social Sciences will be offering the following courses:

Undergraduate Degrees

Bachelor of Applied Science in Information Studies

Bachelor of Arts in Communication

Bachelor of Arts in Social Science

Bachelor of Applied Science (Honours) in Information Studies

Bachelor of Arts (Honours) in Communication

Bachelor of Arts (Honours) in Social Science

Joint Degrees

Bachelor of Arts/Bachelor of Laws – offered jointly with the Faculty of Law and Legal Practice

Bachelor of Education in Teacher Librarianship – offered jointly with the Faculty of Education

Postgraduate Degrees

Graduate Certificate in Creative Advertising

Graduate Certificate in EEO Management

Graduate Certificate in Journalism

Graduate Certificate in Public Relations

Graduate Certificate in Screen Studies and Production

Graduate Certificate in Writing

Graduate Certificate in Writing for the Screen

Graduate Diploma in Communication

Graduate Diploma in Communication Management

Graduate Diploma in Information Studies (no enrolments after 1994)

Graduate Diploma in Information

Graduate Diploma in Information/ Teacher Librarianship (no enrolments after 1994)

Master of Applied Science in Communication Management (no enrolments after 1994)

Master of Applied Science in Information Studies (no enrolments after 1994)

Master of Arts in Applied History

Master of Arts in Communication Management

Master of Arts in Information

Master of Arts in Journalism

Research Degrees

Master of Arts (by thesis)

Master of Arts in Writing

Doctor of Philosophy

Doctor of Creative Arts

CENTRES

The following centres are associated with the Faculty:

- Australian Centre for Independent Journalism
- Centre for Sound and Image (with Faculty of Design, Architecture and Building)
- ELSSA – English Language Study Skills Assistance Centre (supported by the University)
- Centre for Language and Literacy (with Faculty of Education)

STATEMENT ON SCHOLARLY WORK AND ITS PRESENTATION

Scholarly work involves working with texts by authors in different fields. These authors have intellectual rights to their work, so in the scholarly process of quotation, commentary, paraphrase and interpretation, specific rules or protocols must be observed. These apply to audiovisual texts as well as to writing.

In the production of work by students in the Faculty, the protocol to be observed

is the acknowledgment of the work of other authors, whether this work takes the form of an idea, a section of text, sounds or images. Unacknowledged copying, paraphrasing or summarising can be considered to be plagiarism, if this involves 'passing it off as one's own' (*Macquarie Dictionary*, 1991, p.1353). Work involving plagiarism will not be accepted for assessment.

Conventions for acknowledgment are well established, but take different forms. It is the responsibility of students to familiarise themselves with these conventions and to use them. The following manuals are useful.

- AGPS, *Style Manual for Authors, Editors and Printers*, 5th edn, Canberra, 1994.
- Turabian, Kate, L. *A Manual for Writers of Term Papers, Theses, and Dissertations*, Chicago, University of Chicago Press, 1987.

EQUAL OPPORTUNITY AND AFFIRMATIVE ACTION

It is the policy of the University of Technology, Sydney to provide equal opportunity for all persons regardless of race, sex, marital status, physical disability or sexual preference and to facilitate this by means of affirmative action programs according to State and federal legislation.

ACCESS AND EQUITY

The Faculty has a strong commitment to access and equity, including policies opposed to sexist practices in teaching and sexual harassment, and the incorporation of feminist concerns across the curriculum. During the past triennium the Faculty has developed and implemented an access and equity plan targeting students with disabilities, Aborigines and Torres Strait Islanders, women, students of non-English-speaking background and students from socioeconomically disadvantaged backgrounds. The plan aims to increase the proportion of students from target areas in the Faculty, to modify and develop curricula, and provide effective training of staff in offering support. The plan encourages the appreciation and the expression of the diverse perspectives such students bring to the Faculty. The Faculty will implement and develop links with high schools in the region.

The Faculty will further develop its capacity to respond to the needs of students with disabilities through the establishment of liaison links, pre-university counselling and the goal of ensuring all facilities are accessible to students with disabilities, including those with mobility impairment, hearing impairment, visual impairment, chronic debilitating conditions and those undergoing rehabilitation.

The Faculty has participated in the development of an Aboriginal and Torres Strait Islander major/sub-major/elective curriculum for the Faculty and for the University more widely.

The Faculty will continue to support the operation of the English Language and Study Skills Assistance Centre (ELSSA) and the extension of its operations throughout the University.

ABORIGINAL STUDIES

Aboriginal perspectives and issues affecting Aboriginal people are covered in the BA degrees and in the Graduate Diploma in Communication. Increasing numbers of Aboriginal students and increasing interest from non-Aboriginal students in issues of Aboriginal culture, policy, and politics have led to an assessment of how students can concentrate on Aboriginal studies as part of their degree. The Faculty is participating in the establishment of the UTS Aboriginal Studies program, and offers a major in Aboriginal Studies to students in the BA in Communication, BA in Social Science and BA LLB. The Faculty works closely with Jumbunna Aboriginal Education Centre.

NON-ENGLISH-SPEAKING-BACKGROUND STUDENTS

Free assistance with English language and study skills is available for students of non-English-speaking background through the ELSSA Centre, Level 18, Tower Building (telephone 330 2327). The service includes one-to-one counselling, special interest groups, self–study programs, evening tutorials and vacation courses. Communication Skills in English, a Social Science elective designed for students of non-English-speaking background, is available to students from other schools/faculties.

DISADVANTAGED ACCESS

The Faculty is an active supporter of access for students who would normally find it difficult to participate in an undergraduate degree through conventional avenues. Thus the Faculty provides opportunities for Aboriginal and Torres Strait Islander students, students from backgrounds where English is not the first language, students with disabilities and students from socio-economically disadvantaged backgrounds. These students make an important contribution to the Faculty and successfully complete the degree. Additionally, under the University's inpUTS scheme, the Faculty allocates up to 10 per cent of first–year places to HSC leavers and mature-age students who demonstrate that their HSC score or other preparations for tertiary study were detrimentally affected by factors over which they had no control. The Faculty has developed a special capacity to respond to the needs of students with disabilities through the establishment of liaison links and pre-university counselling ensuring that all facilities are accessible to students with disabilities.

OCCUPATIONAL HEALTH AND SAFETY RESPONSIBILITIES

Whilst accountability for health and safety ultimately rests with the Vice-Chancellor and Council, it is a shared responsibility of all staff and students and is dependent upon their commitment and cooperation.

The University will ensure the health, safety and welfare of all employees, students and visitors by incorporating health and safety into all management systems and processes. It will give high priority to the allocation of resources to eliminate or minimise risk.

MEDIA CENTRE

The Media Centre staff provide support for the teaching of courses which have a technical component (e.g. radio and sound, video and film, advertising, journalism, writing, performance and public relations).

Support staff manage and develop resources, and provide instruction and advice on all aspects of production work. Facilities and portable equipment are largely 'dedicated' – that is, reserved for the use of students in the appropriate courses.

Contact the Media Centre Office on 330 1938 (Room 346, Bon Marche), or the Equipment Store on 330 1044 (Level 1, Bon Marche).

2SER-FM

2SER-FM is an educational public radio station. It is available to all students, and the wider community. The majority of its extremely diverse programs are produced by volunteers.

All areas of the station are open to involvement. 2SER-FM can provide valuable experience and skills in broadcasting. Students are invited to contact the Volunteers Coordinator, Kath Duncan, to find out more.

VERTIGO

Vertigo is the newspaper produced every two weeks during semester by and for the students of the University. It is distributed to every UTS campus and is also available at various theatres, cinemas, record shops and bookshops around Sydney. It remains a helpful tool for students studying journalism and professional writing in terms of the development of professional skills, and provides invaluable experience in all aspects of information gathering and newspaper production.

THE UTS WRITERS' GROUP

The group is a collective run by and for students and is open to all students at the University.

Group activities have included readings, seminars, workshops, guest speakers, and the editing and publication of an anthology of UTS writers' work. The group also runs successful fundraising activities.

Committee positions within the group fall vacant at the end of each Spring semester, and new students are encouraged to join and extend the activities of the group.

THE 'EXPOSED' SCREENING GROUP

The group is a collective run by and for students and is open to all students and independent film and video makers. The group, originally set up as a screening space for UTS students, is open to screening work from other film makers. The group organises EXPOSED – Sydney's most popular, regular, alternative film and video event, designed to fill a gap in the short film culture.

UTS students' film and video work, which originates from different political, cultural and social perspectives, shares one common aspect: it remains 'underground' or 'alternative', unable to gain wide exposure.

INSTITUTE FOR INTERNATIONAL STUDIES

In 1995 the newly established Institute for International Studies will offer the first stages of its International Studies Program which will be open to all UTS students. The program will include language programs, study of history, politics, economics and society; and opportunities for in-country study. Activities will start with a focus on China, Indonesia and Japan and will later expand to other parts of East and South-East Asia, South America and Western Europe. Subjects within the International Studies Program can be taken as electives within current degrees, or as part of the new combined degrees, integrating International Studies with a discipline. In 1995 combined degrees will be available in Engineering and International Studies, and Law and International Studies. Further information on the International Studies Program may be obtained from the Institute for International Studies.

UNDERGRADUATE COURSES

Bachelor of Applied Science in Information Studies (HL10)

Pre-1993 enrolment

Students enrolled prior to 1993 who are completing the old program should consult the 1994 Faculty Handbook for full details of the course requirements. They should also contact the Course Coordinator for any academic advice.

Bachelor of Applied Science in Information Studies (HL10)

Offered from 1993

The aim of this course is to educate information professionals who will be engaged in the provision of information required for use by others. Information professionals practice in a range of areas which draw on their knowledge and skills in information, communication and computer information technology. The course normally will involve three years full-time study or six years part-time study. Students who have completed certain courses are eligible for advanced standing in the Bachelor of Applied Science in Information Studies and are granted exemption from particular subjects. The courses are: Associate Diploma in Library Practice (NSW TAFE); Associate Diploma in Business (Records and Information Systems) (NSW TAFE); some Bachelor's degrees and three-year diploma courses. Details of the advanced standing are available from the Faculty Student Information Centre, Level 2, Bon Marche Building.

AWARD OF DEGREE

1. In order to qualify for the award of Bachelor of Applied Science in Information Studies a student must attain at least 144cp of study consisting of 100cp allocated to compulsory subjects and at least 44cp allocated to elective subjects as specified in the four possible patterns of study.
2. A student who fails a subject must repeat it in a later semester or take another unit in its place, where this is permitted.
3. A student who fails in a subject in a sequence in which its passing is a prerequisite of the next subject in the sequence must repeat the subject failed or abandon the sequence.
4. The usual time for the completion of all the requirements for the degree program is six semesters (full-time) or 12 semesters (part-time). However, the degree will be awarded to students who complete the requirements in nine semesters (full-time) or 18 semesters (part-time). In special circumstances, the Faculty Board may grant an extension beyond this time.

STRUCTURE OF THE COURSE

The course consists of compulsory and elective subjects. A total of 144cp is allocated to the course, 100cp of which are for compulsory subjects, with a minimum of 44cp allocated to elective subjects.

The table below outlines the subjects in the compulsory and elective components of the course. Credit point values are shown in brackets.

Compulsory component

Core subjects

Background discipline studies

51103	Work, Organisation and Society (4cp)
55010	Psychology (4cp)

Skills studies

55020	Administrative Practices (6cp)
55021	Producing and Analysing Data 1 (5cp)
55861	Producing and Analysing Data 1 (4cp) (from 1995 only)

55022 Producing and Analysing Data 2 (5cp)
55862 Producing and Analysing Data 2 (6cp) (from 1995 only)
55023 Communication and Information Skills (4cp)
55024 Information Production (6cp)

Professional studies

55030 Professional Studies 1 (4cp)
55031 Professional Studies 2 (6cp)
55032 Professional Studies 3 (8cp)
55033 Professional Studies 4 (10cp)
55863 Professional Studies 4 (8cp) from (1995 only)

Disciplinary studies

55040 Information Science 1 (5cp)
55860 Information Science 1 (6cp) (from 1995 only)
55041 Information Science 2 (6cp)
55042 Information Science 3 (6cp)
55043 Information Science 4 (6cp)
55044 Information Science 5 (6cp)
56001 Communication 1 (5cp)
56955 Communication 1 (6cp) (from 1995 only)

Major study

55025 Computer Information Technology 1: Information Technology (4cp)

Elective component

Elective component may consist of Disciplinary Studies subjects or elective subjects.

Disciplinary studies

55045 Information Science 6 (8cp)
56002 Communication 2: Group Communication (6cp)
56003 Communication 3: Organisational Communication (6cp)
56004 Communication 4: Public Communication (6cp)
56005 Communication 5: Society, Culture and Communication (6cp)
56006 Communication 6: Contemporary Issues in Communication (8cp)

Elective sequence

Offered through the School of Computing Sciences:

31521 Computer Information Technology 2: Foundations of Computing and Programming (6cp)
31531 Computer Information Technology 3: Systems Analysis and Design (6cp)
31541 Computer Information Technology 4: Commercial Programming (6cp)
31551 Computer Information Technology 5: Database (6cp)
31561 Computer Information Technology 6: Data Communications (6cp)

Elective subjects (6–18cp)

Listed below are a range of electives which may be chosen. Students should be aware that electives may be chosen from other courses offered by the faculty or offered by other faculties. Not all subjects are offered every semester. Academic advice should be sought prior to enrolling in any elective subject.

56009 Advertising and Media Management (6cp)
55055 Bibliographic Control (6cp)
55060 Business Information (6cp)
55065 Child and Young Adult Information Studies (6cp)
55070 Health Information (6cp)
55075 Information Resources and Collections (6cp)
56007 Public Relations Principles (6cp)
56008 Public Relations Practice (6cp)
55090 Publishing (6cp)
55095 Information and Records Management (6cp)
56010 Video Production (6cp)

The precise composition of the elective component for students depends on choices they make after their first year of full-time (or equivalent) study.

PATTERNS OF STUDY

There are four possible patterns of study each of which will enable students to meet the aim of the course. Each pattern takes account of the application of the

theoretical foundations of information science in the different environments and areas of practice which constitute the broad information industry.

Each pattern ensures that students meet the requirements for the award of the degree, that is the completion of core subjects as specified; disciplinary studies subjects as specified; and a major study subject, including a disciplinary sequence of study in either Information Science or Communication and an elective sequence and/or single subjects as specified.

The four possible patterns of study are:

Pattern 1 – Disciplinary major sequence in Information Science and Communication plus one elective.

Pattern 2 – Disciplinary major sequence in Information Science and elective major study in Computer Information Technology plus one elective.

Pattern 3 – Disciplinary major sequence in Communication and required disciplinary study in Information Science plus two electives.

Pattern 4 – Elective minor study sequence (Computer Information Technology) or disciplinary minor sequence of study (Communication) and disciplinary major study in Information Science plus three electives.

TYPICAL FULL-TIME PROGRAM (FROM 1995)

Semester 1

55860 Information Science 1 (6cp)
56955 Communication 1 (6cp)
55023 Communication and Information Skills (4cp)
55025 Computer Information Technology 1: Information Technology (4cp)
51103 Work, Organisation and Society (4cp)

Semester 2

55041 Information Science 2 (6cp)
55030 Professional Studies 1 (4cp)
55861 Producing and Analysing Data 1 (4cp)
55010 Psychology (4cp)
55024 Information Production (6cp)

Semester 3

55042 Information Science 3 (6cp)
55031 Professional Studies 2 (6cp)
56002 Communication 2: Group Communication (6cp)

or

31521 Computer Information Technology 2: Foundations of Computing and Programming (6cp)
55862 Producing and Analysing Data 2 (6cp)

Semester 4

55043 Information Science 4 (6cp)
55020 Administrative Practices (6cp)
56003 Communication 3: Organisational Communication (6cp)

or

31531 Computer Information Technology 3: Systems Analysis and Design (6cp)
56004 Communication 4: Public Communication (6cp)

or

31541 Computer Information Technology 4: Commercial Programming (6cp)

Semester 5

55044 Information Science 5 (6cp)
55032 Professional Studies 3 (8cp)
56005 Communication 5: Society, Culture and Communication (6cp)

or

31551 Computer Information Technology 5: Database (6cp)

or

Elective (6cp)
31561 Computer Information Technology 6: Data Communications (6cp)

or

Elective (6cp)

Semester 6

55045 Information Science 6 (8cp)

or

Elective (6cp)

56006 Communication 6: Contemporary Issues in Communication (8cp)

or

Elective (6cp)

55863 Professional Studies 4 (8cp)

TYPICAL PART-TIME PROGRAM (FROM 1995)

Semester 1

55860 Information Science 1 (6cp)
55023 Communication and Information Skills (4cp)
51103 Work, Organisation and Society (4cp)

Semester 2

55861 Producing and Analysing Data 1 (4cp)
55010 Psychology (4cp)

Semester 3

55862 Producing and Analysing Data 2 (6cp)
55025 Computer Information Technology 1: Information Technology (4cp)
56955 Communication 1 (6cp)

Semester 4

55041 Information Science 2 (6cp)
55030 Professional Studies 1 (4cp)

Semester 5

55042 Information Science 3 (6cp)
56002 Communication 2: Group Communication (6cp)

or

31521 Computer Information Technology 2: Foundations of Computing and Programming (6cp)

Semester 6

55043 Information Science 4 (6cp)
55024 Information Production (6cp)

Semester 7

55044 Information Science 5 (6cp)
55020 Administrative Practices (6cp)

Semester 8

56003 Communication 3: Organisational Communication (6cp)

or

31531 Computer Information Technology 3: Systems Analysis and Design (6cp)
56004 Communication 4: Public Communication (6cp)
31541 Computer Information Technology 4: Commercial Programming (6cp)

Semester 9

55031 Professional Studies 2 (6cp)
56005 Communication 5: Society, Culture and Communication (6cp)

or

31551 Computer Information Technology 5: Database (6cp)

or

Elective (6cp)

Semester 10

55045 Information Science 6 (8cp)

or

Elective (6cp)

56006 Communication 6: Contemporary Issues in Communication (8cp)

or

31561 Computer Information Technology 6: Data Communications (6cp)

Semester 11

55032 Professional Studies 3 (8cp)
Elective (6cp)

Semester 12

55863 Professional Studies 4 (8cp)

Bachelor of Arts in Communication (HH02)

Post-1994 Enrolment

The Bachelor of Arts in Communication is a professionally oriented course which prepares graduates for roles in the broad field of communications. The degree is distinguished from other Arts degrees through its practical and professional orientation, and in its focus on the media and other institutions of cultural production as objects of study. It treats theory and practice with equal attention, seeking to integrate them in the teaching program. It is conceived to educate critically informed communication professionals.

The degree is characterised by the following elements:

- it bases its programs on a mutually-informing relationship between production practices, critical theory and research, at both staff and student levels;
- it endeavours to empower students to engage in firsthand, original and innovative approaches to their work;
- it offers an interdisciplinary program in humanities, social sciences, communication and cultural production areas unique in its range in the tertiary education sector in Australia;
- it assists in the development of aural and visual media, and print and cultural production courses;
- it supports the development of courses relating to work in the communication industries and seeks to educate graduates who can operate as critical professionals in the communication and cultural industries;
- it sets its programs in both global and local contexts;
- it is sensitive to the multiple dimensions of social difference and inequality, in relation to questions such as gender, sexuality, ethnicity and racism, social class and disability;
- it enables students to become part of an intellectual and creative community;
- it views the diverse vocational opportunities in the communication industries as open and developing;
- it seeks to ensure that students have opportunities to assemble, display and market their work;
- it sees a fourth Honours year as an appropriate aspiration for students completing the undergraduate degree.

DEGREE STRUCTURE AND REGULATIONS

The degree is taken over six semesters for full-time students and 12 semesters for part-time students. The academic year is normally two semesters – Autumn and Spring. However, it may be possible from time to time to undertake award subjects during a compressed Summer program at either UTS or at other universities.

The degree is structured into three stages:

- 100 level which provides the common core for the degree and prerequisite introductory subjects for the majors;
- 200 level which allows students to deepen their chosen majors and take some elective classes;
- 300 level which rounds off the substantive specialised work and allows a focus on final major projects and work experience attachments.

The entire range of subjects is not offered in the evening. Part-time students may need to attend day-time classes to complete their preferred program.

Full-time students at 200 and 300 enrol in at least 44cp and not more than 48cp per year, normally taken on a semester basis of at least 20cp and no more than 28cp.

Part-time students enrol in at least 6cp in Stages 2–6 each semester, and no more than 16cp in any semester. Part-time students normally undertake 24cp each academic year.

To be eligible for the award of the degree, students are required to complete 144cp of approved studies. The 144cp must include the successful completion of two majors, one major in the 'Production' area and the other in the 'Studies' area.

Entry to the chosen major will normally require successful completion of 24cp at Stage 1 (first half of level 100), and the successful completion of the Stage 2 (second half of 100 level) foundation subject (6cp) identified as the prerequisite for entry to it. A major will require 38cp of approved study, including the Stage 2 prerequisite subject, and of which 8cp must be taken at 200 level and 16cp must be taken at the 300 level. Students may take up to 60cp in Production subjects or 82cp in Studies subjects.

Prospective students must have a facility in English suitable for the degree. Students who are accepted into the degree will need to demonstrate competence to the satisfaction of the Faculty in the use of the Apple Macintosh computer before entering the 200 level.

DEGREE STRUCTURE

100 Level (48cp)

Stage 1 (24cp)

5 compulsory subjects: 4 of 5cp each and 1 of 4cp

54100 Word and Text (5cp)
54101 Sound and Image (5cp)
54102 Making Australia (5cp)
54103 Communication Environments (5cp)
54104 Computers and Communication (4cp)

Stage 2 (24cp)

Students choose at least one 6cp Production subject and one 6cp Studies subject as the foundation for their majors. The remaining 12cp can be taken from other Stage 2 offerings, or as electives taken from inside or outside of the Faculty.

Another 12cp of 100 Level Stage 2 subjects may be taken during your degree if you wish – making a maximum of 36cp at this stage.

Studies majors

T5110 Aboriginal Cultures and Philosophies (Aboriginal Studies major) (8cp)
(Faculty of Adult Education subject)
54110 Media, Culture, Society (Communication and Cultural Industries major) (6cp)
54111 Social and Political Theory (Social, Political and Historical Studies major) (6cp)
54112 Cultural Studies (Cultural Studies major) (6cp)

Production majors

54114 Writing 1 (Writing and Performance major) (6cp)
54115 Film and Video 1 (Film, Video, TV major) (6cp)
54116 Audiovisual Media Production (Communication, Sound, Image major) (6cp)
54117 Journalism 1 (Journalism major) (6cp)

Production 100 Level Electives

54150 Computers and Print Production (4cp)
54151 Computers and Audiovisual Production (4cp)
54152 Radio Basic (4cp)
54153 Video Basic (4cp)

200 Level (48cp)

Stages 3 and 4

Production – at least 8cp

Studies – at least 8cp

300 Level (48cp)

Stages 5 and 6

Production – at least 16cp

Studies – at least 16cp

Total (144cp)

Production – at least 38cp but not more than 60cp

Studies – at least 38cp but not more than 82cp

Note: 300 level subjects may be taken in Stage 4 of the degree if the required subject prerequisites have been successfully completed.

PROFESSIONAL ATTACHMENTS

Professional Attachments allow final-year students to undertake a structured work experience program, in which the student's learning needs and an industry sponsor's operation can be brought together in a specified project or set of tasks. The student negotiates a learning contract which is a three-way agreement between the student, the Faculty and the sponsor, to define goals for the student and the sponsor. The attachment may be taken as a shorter (4cp) or longer (in conjunction with Professional Attachment B) one with a total of 8cp.

53009 Professional Attachment A (4cp); prerequisite 48cp at 200 level
53010 Professional Attachment B (4cp); prerequisite 48cp at 200 level

ELECTIVES

Students may take up to 44cp in electives from within the degree, from other undergraduate programs in the Faculty, from other faculties in the University and from approved programs at other universities. Where electives outside majors are taken within the degree offered by the Faculty, they are taken under the rules of the degree in which they are offered.

OPTIONS FOR STUDENTS

Below in diagrammatic form are outlines of the various routes students may take to achieve the requisites for the award of the BA in Communication.

DIAGRAM A

Maximum Subjects in Your Chosen Majors
(ie 58cp in production & 50cp in studies)

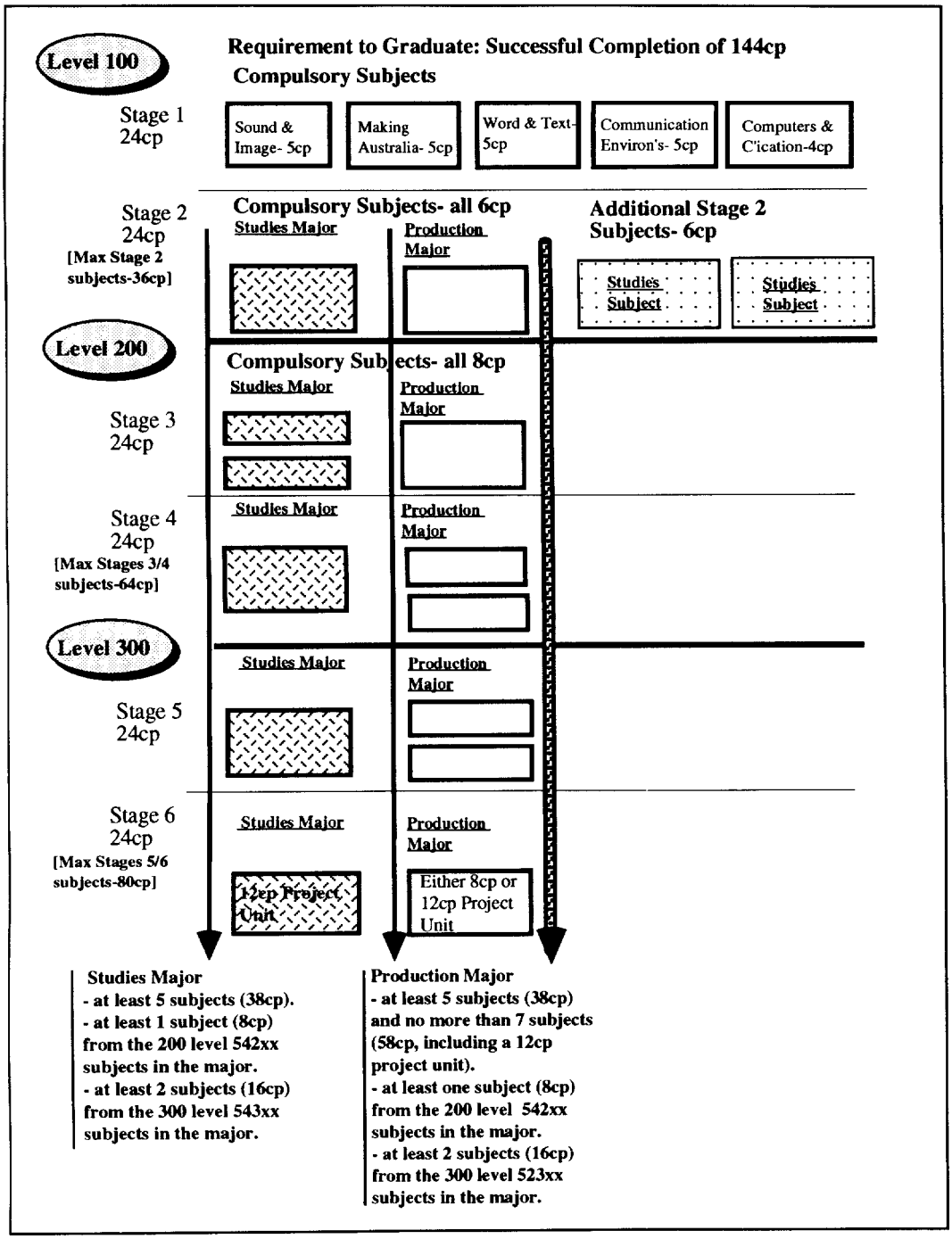


DIAGRAM B

Maximum Number of Elective Subjects- 44cp

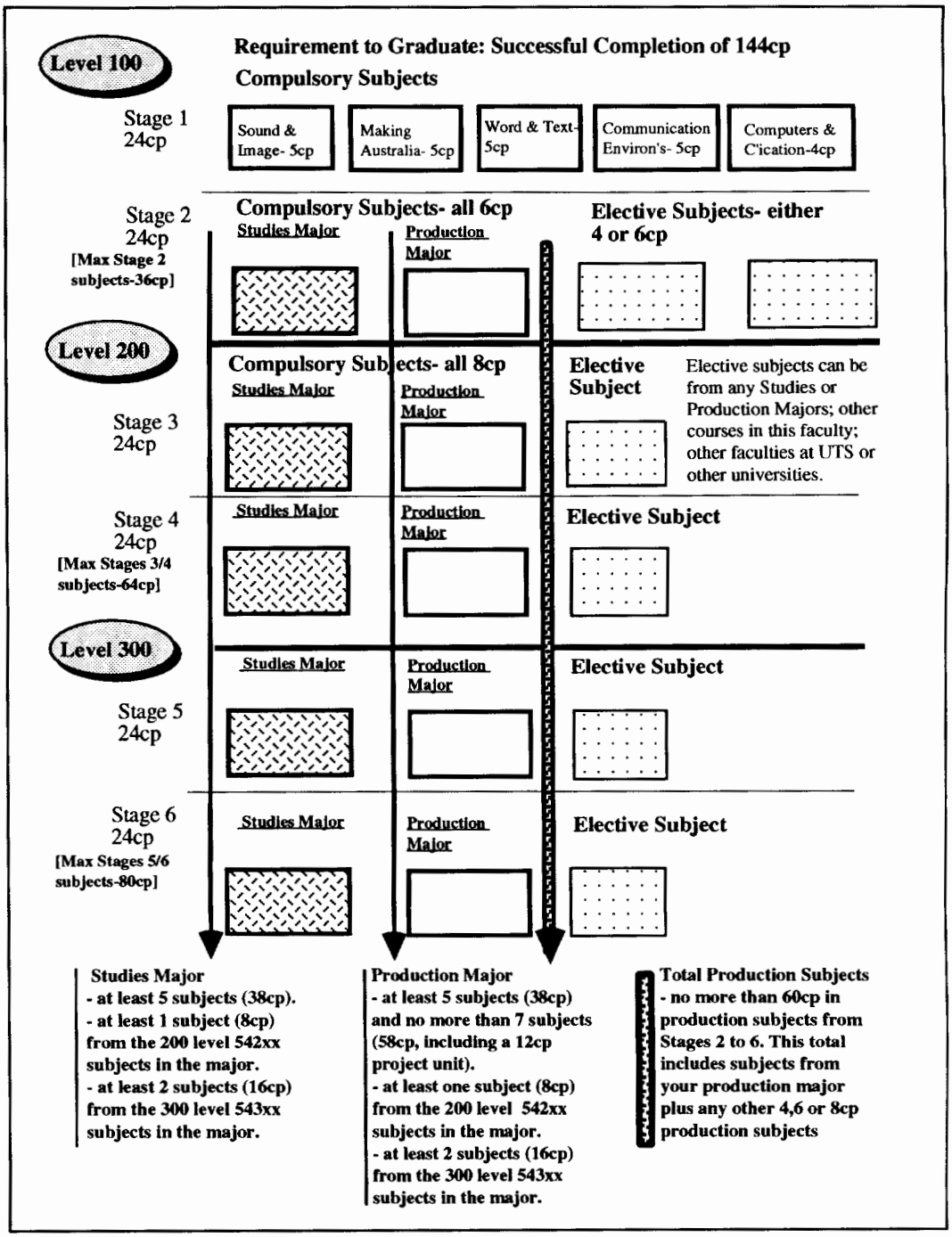


DIAGRAM C

Maximum Number of Completed Majors (3)

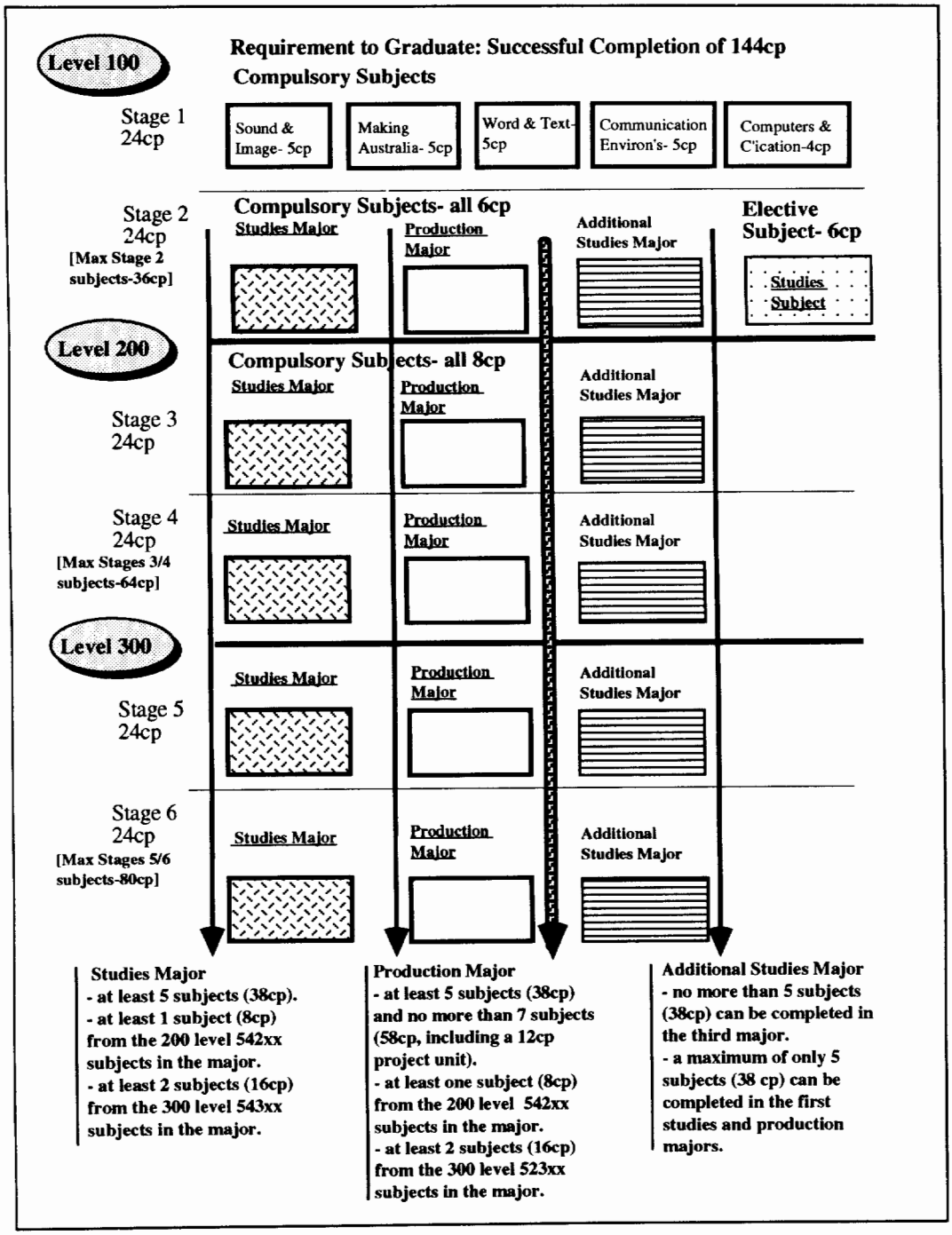


DIAGRAM D

Maximum Number of Stage 2 Subjects- 36cp

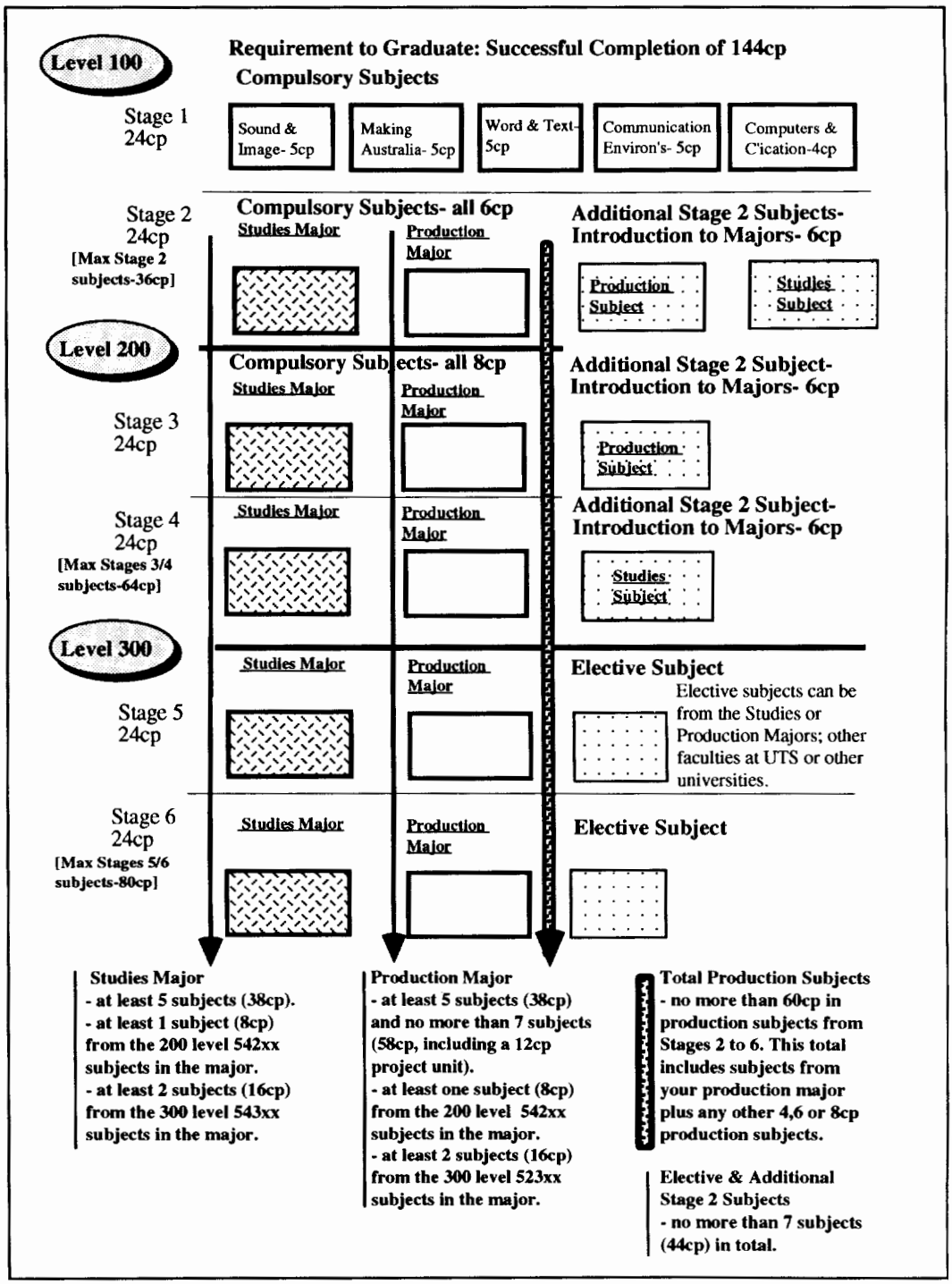
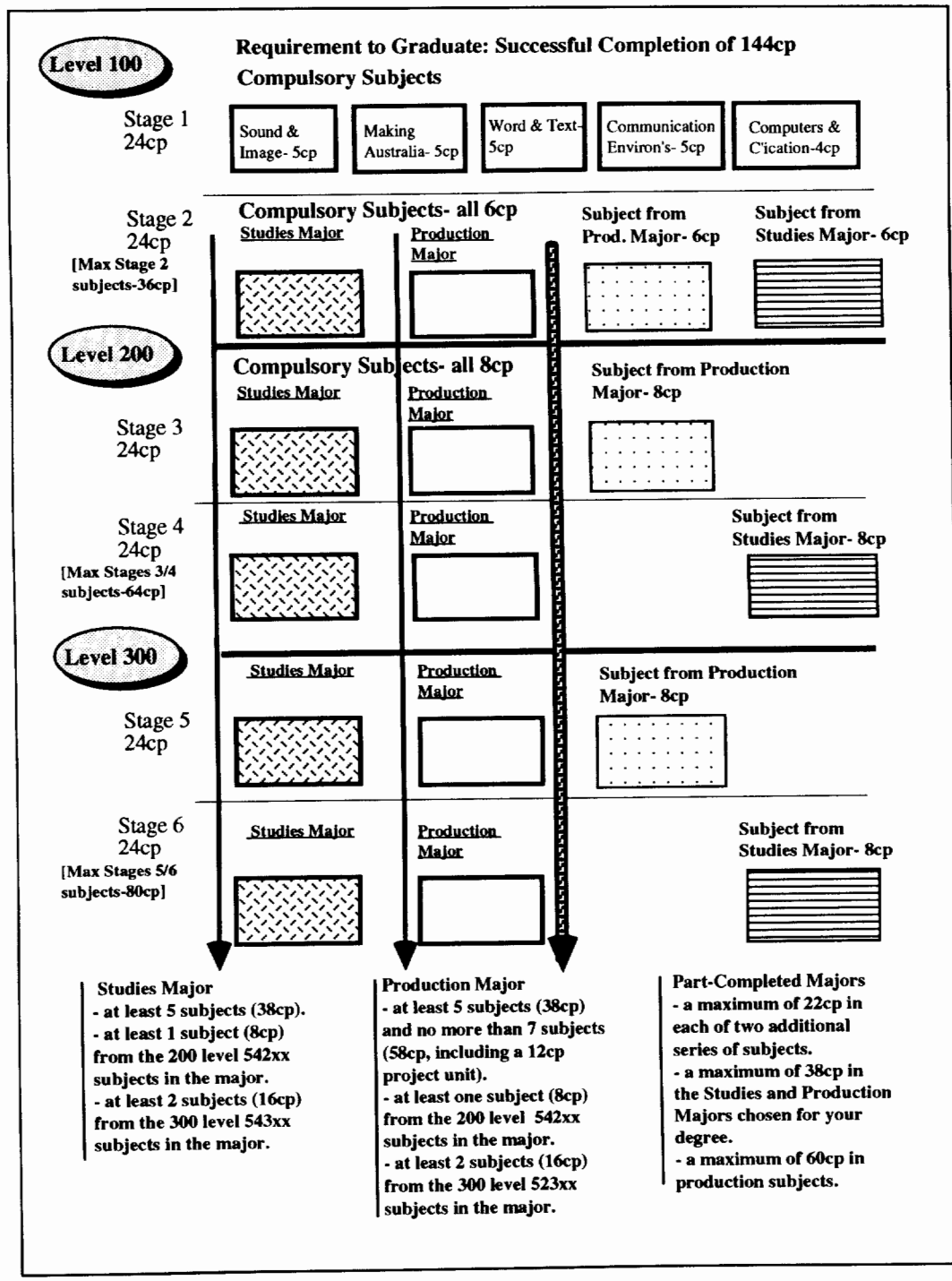


DIAGRAM E

Maximum Study Across the 8 Majors-
(ie 2 completed majors and 2 series of electives from 2 other majors)



ASSESSMENT

Most subjects in the BA in Communication are graded pass/fail. In accordance with University policy on assessment, the following procedures will apply to all subjects.

a) Subject outlines will state the objectives of the subject.

b) Students will be assessed against criteria related to the objectives of the subject.

c) A clear statement of those criteria, and the associated assessment tasks, will be provided to students in writing no later than Week 3 of semester.

d) Assessment will be based on a student's level of performance in achieving the objectives of the subject and not depend on how many other students achieve those objectives.

e) All assessment tasks approved by the coordinating examiner of a subject will be seen by another full-time or fractional-time member of the academic staff.

f) A coordinating examiner will not change the assessment pattern determined at the beginning of semester without the prior approval of the Faculty.

g) Each subject outline must contain details of arrangements for supplementary assessments, if any.

h) Each subject outline will provide statements of the procedures for students to apply for alternative assessment in the case of (i) disability, or other relevant aspects of a student's background, and (ii) short-term disability due to situations such as sickness, accident or personal trauma.

SUBJECTS OUTSIDE THE DEGREE

With the permission of the BA in Communication Committee, and under certain conditions, up to 44cp can be taken outside the degree from subjects offered by the Faculty of Humanities and Social Sciences, offered by other faculties in the University, or offered by other universities.

Students can also take electives from the University's International Studies Program, including Contemporary Society subjects (covering Japan, China and South-East Asia), and Culture and Language subjects (including Japanese and Cantonese).

The credit point equivalence of subjects taken outside UTS will be determined by the BA in Communication Committee on the basis of the normal full-time load at the outside institution.

SPECIAL TOPICS

To allow students either in groups or individually to negotiate and undertake a project based on a learning contract, special topics may be available under certain conditions. With the agreement of the BA in Communication Committee, up to 8cp may be counted towards a major.

CREDITS AND EXEMPTIONS

Exemption applies to prerequisites only. Students can apply on the basis of prior experience or a non-university course to have prerequisites waived where they have gained equivalent competency. Students have to complete another Stage 2 subject in lieu of the one in which an exemption was gained.

Subject credit A maximum of 24cp of specified and 24cp of unspecified credit will be given. Specified credits are more difficult to achieve. To gain specified credit students must have passed the equivalent subject at another university (approved as close similarity in level, content, assessment tasks, etc.) to have the subject counted toward the UTS degree by the coordinator of the relevant major.

Students who have successfully completed advanced tertiary study at a university or college of advanced

education may be eligible for exemption or credit.

Students who have successfully completed advanced TAFE college study may be eligible for an exemption. They may apply for advanced standing on the basis of the equivalence of the subjects and levels. The Faculty Board will consider their applications on a case-by-case basis. Students may also 'challenge' a subject with the agreement of the Subject Coordinator for credit. This means that students who have specific skills may elect, with the permission of the lecturer in charge, to challenge the competency levels required to pass the subject by submitting evidence of work. If successful, they are credited with the subject without attending classes. However, they will need to enrol in the class.

Students wishing to seek exemptions should do so before they complete their 100 level program. Work experience may be used as the basis for applications for exemptions only, not for credit.

SUMMARY OF REGULATIONS

1. Credit will not normally be granted for more than two subjects studied elsewhere at Stage 1 or equivalent.
2. If a student wishes to complete a major in any subject area, at least four subjects (30cp) must be completed in that area, notwithstanding the total number of credits or exemptions granted for other study.
3. In addition to identifying credits (specified or non-specified), Subject Coordinators may nominate additional specified subjects required to complete a major, notwithstanding the total number of credits/exemptions granted for other study.
4. No student will be granted credit for a BA in Communication major sequence of study completed elsewhere.
5. No more than 48cp will normally be credited for study done at other institutions. In exceptional cases, a full program of study must be approved by the Faculty Board.
6. Students may complete subjects at other universities or colleges concurrently with BA studies. Credit granted for such study will not normally count towards the completion of a major.
7. Credit will not be granted for subjects completed seven or more years before the year in which exemption is requested, except at the discretion of the Faculty Board.
8. Credit cannot be given for work experience. However work experience may be the basis for a claim for exemption from particular BA course requirements e.g. prerequisites.

QUALIFICATIONS REQUIRED FOR ADMISSION

Category A: New South Wales Higher School Certificate in the year of application. In 1994 the TER required for admission was 96.50.

Category B: Selection of applicants on the basis of education, and work and life experience. A questionnaire will be provided for Category B applicants.

This degree is open to inpUTS and Aboriginal Participation Initiative (API) applicants.

VARYING A STUDY PROGRAM

The structure of the degree provides for a large degree of selection beyond Stage 1. The program of study may need to be reconsidered each semester, and changes are common. All 200 and 300 level subjects offered in each major should be offered each year.

Enrolments with the Faculty and with the University are displayed on the noticeboards on Level 2, Bon Marche Building. Students must check that both are correct.

Variation of Program forms are available from either the Faculty Office or the UTS Information Service (Level 4, Tower Building). Three points of particular importance in 1995 are:

1. Students may add subjects up to 10 March and 11 August respectively.
2. Students may withdraw from subjects up to 7 April and 8 September respectively without academic penalty, but if withdrawal occurs after 30 March or 30 August, students will incur HECS charges. Withdrawal after the 7 April and 8 September dates will entail a failure being recorded against the subject.
3. The subjects in which students are enrolled on 31 March and 31 August will be the subjects on which HECS will be levied. If students delete subjects after these dates they will still have to pay HECS charges for them.

PRODUCTION MAJORS

- Communication, Sound, Image
- Film, Video, TV
- Journalism
- Writing and Performance

Communication, Sound, Image

The rapidly changing communication industries environment has been affected by a process of globalisation of ideas and structures on the one hand, and a convergence of technologies on the other. This major provides students with a program which crosses boundaries previously limited to particular industries such as advertising or public relations or sound broadcast, and builds on the opportunities offered by digital technologies to explore the realms of professional practice in these industries and the new ones which have emerged in the processes of social and technological change.

This Production major is designed to allow students to develop a pattern of study which can range from work focused in one area of professional practice, to a program which builds across a number of areas. It recognises the importance of audiovisual production as a basis for the development of student skills across a number of professional areas, and facilitates the bringing together of production skills increasingly called on as part of multimedia work. It recognises the creative possibilities which derive from challenging audio and visual media in the creation of intellectually informed and critically aware production. At the same time it allows students to deepen their particular interests in areas such as sound, public relations and advertising, to explore and develop the connections between them, and to create production projects which reflect the interests and enthusiasms of students.

Students wishing to work in industries which offer professional accreditation, such as public relations, are advised to undertake a program of subjects drawn from this major. These can be specifically complemented by a selection from recommended subjects in other majors (including studies units). Students seeking such accreditation should be aware that a successful professional attachment is required.

The goals of the major are to:

1. Provide students with access to the critical professional practices and production skills appropriate for work in communication industries. These industries include private corporations, public and community organisations involved in communication and education campaigns, and communication organisations using non-cinema multimedia, sound and electronic publishing to achieve their goals. Key industries include public relations, advertising and radio.
2. Allow students to develop skills in the development of communication briefs and projects in relation to a diversity of audiences, and the transformation of briefs into appropriate production frameworks,

including those utilising new digital technologies.

3. Facilitate development of excellence in sound production as part of wider digital production projects such as hypermedia and multimedia.
4. Allow students to gain experience in working as part of a production team utilising a variety of media sources for the creation and communication of ideas.
5. Facilitate final project work which will display the intellectual, creative and technical skills of graduates in drawing together theoretical and practical problem solving expertise.

The subjects in the major are:

100 Level – Stage 2

54116 Audiovisual Media Production (6cp)

200 Level

54290 Advertising: Production and Criticism (8cp)
54291 Desktop Publishing and Design (8cp)
54292 Hypermedia (8cp)
54293 Public Relations: Process and Practice (8cp)
54294 Sound Design (8cp)
88325 Photography 1 (8cp)

300 Level

54390 Advanced Sound Design – Radio (8cp)
54391 Radio Seminar (8cp)
54392 Advertising Communication Strategies (8cp)
54393 Interactive Multimedia (8cp)
54394 Community Relations (8cp)
54395 Public Relations: Research and Communication (8cp)
54396 Communication, Sound, Image Project (12cp)

Film, Video, TV

The goals of the major are to:

1. Provide students with the skills, knowledge and confidence to produce and direct film and video programs across a broad range of styles and genres, moving from the initial idea to a completed project.
2. Provide students with a critical understanding of different film and video techniques of production, of styles and genres, and of the different options available to them to produce meaning in film and video works in different ways; and to give students a basis to judge how best to make a program to express a particular idea or concept, or how to gear a program for a particular audience or market.
3. Prepare students for work, or further specialised training in the film, video and television industries, broadly conceived, or for postgraduate level study in film and video.
4. Allow students experience in working as part of a production team.
5. Encourage students to bring together work they may do in the theoretical area of screen studies, or in other theoretical areas of the degree, with their practical production work in film and video.

The subjects in the major are:

100 Level – Stage 2

54115 Film and Video 1 (6cp)

200 Level

54260 Animation (8cp)
54261 Documentary (8cp)
54262 Drama (8cp)
54263 Film 2 (8cp)
54264 Video 2 (8cp)

300 Level

54360 Experimental (8cp)
54361 Interactive Media and the Filmmaker (8cp)
54362 Producing (8cp)
54363 Television Advertising (8cp)
54364 Soundtrack (8cp)
54365 Film, Video, TV Project A (8cp)
54366 Film, Video, TV Project B (4cp)
54367 Project Development (8cp)

Journalism

The goals of the major are to:

1. Provide students with a strong grounding in the fundamental skills of professional journalism practice in all media.
2. Develop a critical understanding of the way professional practice relates to the social, political, legal and economic contexts in which journalism is produced both in Australia and internationally.
3. Develop a critical understanding of the ways that news agendas are produced and maintained, and of the industrial organisation of journalistic media production. Relate these to the professional practice and production of journalists, with special reference to the research and production of in-depth, critical journalism.
4. Integrate the conceptual foundations of journalists' professional practice with the relevant critical scholarship of media and journalistic production, especially as they relate to professional ethics and accountability.
5. Develop an understanding of the implications for journalism of critiques of presentations of gender, race, class, sexuality and ethnicity in the media.
6. Provide students with the opportunity to specialise in one medium, or alternatively, to develop a range of skills across a range of media.

The subjects in the major are:

100 Level – Stage 2

54117 Journalism 1 (6cp)

200 Level

54240 Journalism 2 (8cp)
54241 Print Features (8cp)
54242 Print Production and Subediting (8cp)
54243 Radio Journalism (8cp)
54244 Television Journalism 1 (8cp)

300 Level

54340 Electronic Publishing (8cp)
54341 Investigations (8cp)
54342 Publications: Techniques and Practice (8cp)
54343 Radio Features (8cp)
54344 Specialist Reporting (8cp)
54345 Television Journalism 2 (8cp)
54346 Journalism Project (12cp)

Writing and Performance

The goals of the major are to:

1. Provide a framework for students to develop creative writing and/or performance practices in a range of genres and media.
2. Provide a critical context that positions professional practice within the study of contemporary cultural formations and the media.
3. Provide support for the publication and presentation of student work in writing, writing for performance and performance.

The subjects in the major are:

100 Level – Stage 2

54114 Writing 1 (6cp)

200 Level

54250 Ficto-critical Writing (8cp)
54251 Performance Workshop (8cp)
54252 Narrative Writing (8cp)
54253 Writing for Performance (8cp)

300 Level

54350 Genre Writing (8cp)
54351 Screenwriting (8cp)
54352 Sound Performance (8cp)
54353 Text and Performance (8cp)
54354 Writing Workshop (8cp)
54355 Writing and Performance Project (12cp)

STUDIES MAJORS

- Aboriginal Studies
- Communication and Cultural Industries
- Cultural Studies
- Social, Political and Historical Studies

Aboriginal Studies

The goals of the major are to provide students with:

1. An understanding of Aboriginal cultures and philosophies over a period of tens of thousands of years, both in the Australian and world context.
2. Knowledge of Aboriginal social and political history in Australia since European settlement in 1788.
3. Knowledge, skills and interest from an Aboriginal viewpoint of the media, forms of discourse and the politics of Aboriginal history.

The Aboriginal Studies major will allow Aboriginal and non-Aboriginal students to study an initial core of subjects which are culturally appropriate to an understanding of Aboriginal culture, history and social/political structures. These initial studies will serve as a basis for applying critical analysis skills to Aboriginal and non-Aboriginal perspectives on issues and trends which affect the cultural and social integrity of Aboriginal peoples. Consideration will also be given to other indigenous people, including Torres Strait Islanders. The role of the media and written or spoken communication will be the major foci for these analyses.

A suitable assembly of subjects can be chosen to construct a sub-major in Aboriginal Studies. Individual subjects in the Aboriginal Studies major can be used as electives within any course structure across the University.

Students are required to successfully complete 40cp to complete the Aboriginal Studies major.

The subjects in the major are:

100 Level – Stage 2

T5110 Aboriginal Cultures and Philosophies (8cp) (Faculty of Adult Education subject)

200 Level

54230 Aboriginal Social and Political History (8cp)
54231 Aboriginal People and the Media (8cp)

300 Level

54330 The Politics of Aboriginal History (8cp)
54331 Aboriginal Forms of Discourse (8cp)
54332 Aboriginal Studies Project (12cp)

Communication and Cultural Industries

The goals of the major are to:

1. Provide students with a critical understanding of the structure and operation of the communication and cultural industries, drawing on disciplinary areas of the social sciences and cultural studies.
2. Enable students to carry out analyses of specific cultural and communication industries, drawing on perspectives which explore their economic, social, historical and professional dimensions.
3. Develop student understanding of audiences, and the political and policy contexts of communication and cultural production.
4. Equip students with an understanding of the legal and socio-legal dimensions of communication and cultural industries, including intellectual property, government regulation, privacy, and professional practice issues.
5. Locate Australian communication and cultural industries within a national and international context, and, in particular, review the processes of globalisation and their implications for the industries.

6. Offer a comparative and international perspective on communication, and in particular, develop excellence in the analysis of issues in international development communication and cultural change.

The subjects in the major are:

100 Level – Stage 2

54110 Media, Culture, Society (6cp)

200 Level

54200 Australian Communication Policy (8cp)
54201 Communication, Culture and the Law (8cp)
54202 Cultural Technologies, Cultural Policy (8cp)
54203 News and Current Affairs (8cp)
54231 Aboriginal People and the Media (8cp)

300 Level

54300 Communication History (8cp)
54301 International Communication (8cp)
54302 Media, Culture and Identity (8cp)
54303 Professional Practice and Culture (8cp)
54304 Communications and Culture Research Project (12cp)

Cultural Studies

The goals of the major are to:

1. Provide students with a number of different understandings of text-culture relations.
2. Enable students to operate with an expanded conception of textuality, one which crosses traditional media and generic boundaries (novel, play, painting, photography, print, film, television, sound, video, music, performance, architecture and installations).
3. Present students with competing conceptualisations of the domain of culture (aesthetic, sociological, anthropological) and acquaint them with the major historical explanations of the cultural production and distribution/consumption of textual forms (e.g. different theories of textual composition and reading/interpretation).
4. Provide students with a history of the text-technology-culture connection (involving analysis of the specificities of oral, print, visual, audiovisual and sculptural-architectural forms and practices) together with a history of the theorisations of these textual-cultural forms and practices (involving such notions as technological determinism, cultural industries, cultural technologies/practices, moral technologies).
5. Develop excellence in the analysis of specifically Australian textual-cultural forms and theoretical debates.
6. Allow students to focus on some of the more volatile recent debates concerning texts and cultures/subcultures by focusing on various understandings of otherness – race, class, sex, gender, religion – through detailed case studies of specific issues (AIDS, multiculturalism, post-colonialism, queer theory, pornography/obscenity/scandalous texts).

The subjects in the major are:

100 Level – Stage 2

54112 Cultural Studies (6cp)

200 Level

54270 Cinema and Modernity (8cp)
54271 Cinema Study (8cp)
54272 Sound, Music, Noise (8cp)
54273 Genre Studies (8cp)
54274 Sound Studies (8cp)
54275 Theories of Culture (8cp)
54276 Theories of Subjectivity (8cp)

300 Level

54331 Aboriginal Forms of Discourse (8cp)
54370 Desire and the Social (8cp)
54371 Formations of Music (8cp)
54372 Generic Fiction (8cp)
54373 Memory and the Cultural Imaginary (8cp)

54374 Performance and the Moving Image (8cp)
54375 Reading Difference (8cp)
54376 Sound Seminar (8cp)
54377 Technology and Culture (8cp)
54378 Textual Studies Seminar (8cp)
54379 'World' Culture (8cp)
54380 Cultural Studies Project (12cp)

Social, Political and Historical Studies

The goals of the major are to:

1. Provide an opportunity for students to develop an understanding of, and expertise in, a range of disciplinary and interdisciplinary theoretical perspectives on social and political life.
2. Develop the ability to understand, question and challenge taken-for-granted assumptions about contemporary and past events, practices and institutions.
3. Provide opportunities for theoretical and methodological innovation.
4. To provide units which are also part of thematic majors e.g. Aboriginal Studies.

The subjects in the major are:

100 Level – Stage 2

54111 Social and Political Theory (6cp)

200 Level

54210 International Politics (8cp)
54211 Australian Politics (8cp)
54212 Power and Social Regulation (8cp)
54213 Australian History (8cp)
54214 Gender at Work (8cp)[1]
54230 Aboriginal Social and Political History (8cp)

300 Level

54310 Issues in Australian Politics (8cp)
54311 Asian and Pacific Politics (8cp)
54312 The Making of the Third World (8cp)
54313 Gender, Culture and Power (8cp)[1]
54314 Australia in the World Economy (8cp)
54315 Comparative Religion (8cp)
54316 Power, Race and Ethnicity (8cp)
54317 State, Work and Identity (8cp)
54318 Urban Culture (8cp)
54319 Public and Social Policy (8cp)
54320 Social Movements (8cp)
54321 Colonialism and Post-colonialism (8cp)
54322 Film, TV and Popular History (8cp)
54323 History and Photography (8cp)
54324 Oral History and Memory (8cp)
54325 Gender in Australian History (8cp)[1]
54330 The Politics of Aboriginal History (8cp)
54326 Social, Political and Historical Project (12cp)

[1] Gender at Work can be taken as an individual subject in the major or combined with 8cp subjects 54313 Gender, Culture and Power and 54325 Gender in Australian History to form a coherent 24cp sequence in Women's Studies.

Bachelor of Arts in Communication (HH02)

1993 Enrolment (no longer offered)

Note: The structure below is no longer offered to students who have commenced the BA in Communication since 1994. For students who enrolled in 1993, the following regulations apply, but they should check with the Faculty Office or BA in Communication Course Adviser for any advice.

DEGREE STRUCTURE AND REGULATIONS

The degree is taken over six semesters for full-time students and 12 semesters for part-time students. The academic year is normally two semesters – Autumn and Spring. However, it may be possible from time to time to undertake award subjects during a compressed Summer program either at UTS or at other universities.

The degree is structured into three stages:

- 100 level which provides the common core for the degree and prerequisite subjects for the majors
- 200 level which allows students to deepen their chosen majors and take some elective classes
- 300 level which rounds off the substantive specialised work and allows a focus on final major projects

To be eligible for the award of the degree, students are required to complete 144cp of approved studies. One major will be broadly defined as 'Production', the other as 'Studies'. At 200 and 300 levels there are a number of subjects which may be credited towards either a Production or Studies major, with the approval of the Faculty. Some of these will be offered as integrated subjects and may count towards either type of major. For a Production major students may include up to 16cp of approved Studies subjects; for a Studies major, students may include up to 8cp of approved Production subjects. There may also be subjects offered within a major that can be credited towards another major (i.e. Studies to Studies, Production to Production).

Entry to a major will normally require successful completion of 24cp at Stage 1 (first half of level 100), and the completion of at least one of those Stage 2 subjects (8cp) (second half of 100 level) identified as prerequisites for entry to the major. A major will require a minimum of 34cp of approved study at 200 or above, of which 16cp must be taken at the 300 level. Students may take up to 60cp in Production or 66cp in Studies.

Prospective students must have a facility in English suitable for the degree. Students who are accepted into the degree will need to demonstrate competence to the satisfaction of the Faculty in the use of the Apple Macintosh computer before entering 200 level.

STRUCTURE OF THE DEGREE

100 Level (48cp)

Stage 1 (24cp)

3 compulsory subjects of 8cp each

Stage 2 (24cp)

Students have the choice of two programs:

either

three integrated subjects of 8cp chosen from those offered at the Stage 2 100 level

or

two integrated subjects of 8cp chosen from those offered at the Stage 2 100 level, plus electives to the value of 8cp taken from outside the Faculty subjects listed for the degree.

200 Level (48cp)

Stages 3 and 4

Note: In 1995, part-time students may take these subjects as either 6cp or 8cp.

Production – at least 12cp and not more than 24cp

Studies – at least 12cp and not more than 32cp

300 Level (48cp)

Stages 5 and 6

Production – at least 16cp and not more than 24cp

Studies – at least 16cp and not more than 32cp

Total (144cp)

Production – at least 34cp but not more than 60cp at 200 and 300 levels

Studies – at least 34cp but not more than 66cp at 200 and 300 levels

PROFESSIONAL ATTACHMENTS

Professional Attachments allow final-year students to undertake a structured work experience program in which the student's learning needs and an industry sponsor's operation can be brought together in a specified project or set of tasks. The student negotiates a learning contract which is a three-way agreement between the student, the Faculty and the sponsor, to define goals for the student and the sponsor. The attachment may be taken as a shorter (4cp) or longer (in conjunction with Professional Attachment B) one with a total of 8cp.

53009 Professional Attachment A (4cp); prerequisite 48cp at 200 level

53010 Professional Attachment B (4cp); prerequisite 48cp at 200 level

ELECTIVES

Students may take up to 44cp in electives from within the degree, from other undergraduate programs in the Faculty, from other faculties in the University and from approved programs at other universities. Where electives outside majors are taken within the degree offered by the Faculty, they will be drawn from designated 200 level subjects offered in the degree. These electives may carry 100 level prerequisites where these exist.

ASSESSMENT

Most subjects in the BA in Communication are graded pass/fail. The Public Relations major is graded from fail to high distinction.

In accordance with University policy on assessment, the following procedures will apply to all subjects.

a) Subject outlines will state the objectives of the subject.

b) Students will be assessed against criteria related to the objectives of the subject.

c) A clear statement of those criteria, and the associated assessment tasks, will be provided to students in writing no later than Week 3 of the semester.

d) Assessment will be based on a student's level of performance in achieving the objectives of the subject and not depend on how many other students achieve those objectives.

e) All assessment tasks approved by the coordinating examiner of a subject will be seen by another full-time or fractional member of the academic staff.

f) A coordinating examiner will not change the assessment pattern determined at the beginning of semester without the prior approval of the Faculty Board.

g) Each subject outline must contain details of arrangements for supplementary assessments, if any.

h) Each subject outline will provide statements of the procedures for students to apply for alternative assessment in the case of (i) disability, or other relevant aspects of a student's background, and (ii) short-term disability due to situations such as sickness, accident or personal trauma.

SUBJECTS OUTSIDE THE DEGREE

With the permission of the BA in Communication Committee, and under certain conditions, up to 44cp can be taken outside the degree from subjects offered by the Faculty of Humanities and Social Sciences, offered by other faculties in the University, or offered by other universities.

The credit point equivalence of subjects taken outside UTS will be determined by the BA in Communication Committee on the basis of the normal full-time load at the outside institution.

Not more than 16cp from outside the degree can be counted towards a major.

SPECIAL TOPICS

To allow students either in groups or individually to negotiate and undertake a project based on a learning contract, special topics may be available under certain conditions. With the agreement of the BA in Communication Committee, up to 16cp may be counted towards a major.

CREDITS AND EXEMPTIONS

Exemption applies to prerequisites only. Students can apply on the basis of prior experience or a non-university course to have prerequisites waived where they have gained equivalent competency; they have to complete another subject in lieu.

Subject credit Maximum of 44cp of specified and unspecified credit; specified credits are more difficult to achieve. Students must have passed the equivalent subject at another university (approved as close similarity in level, content, assessment tasks etc.) and had the subject counted toward the UTS degree by the Coordinator of the relevant major.

Students who have successfully completed advanced tertiary study at a university or college of advanced education may be eligible for exemption or credit.

Students who have successfully completed advanced TAFE college study may be eligible for an exemption. They may apply for advanced standing on the basis of the equivalence of the subjects and levels. Faculty Board will consider their applications on a case-by-case basis. Students may also 'challenge' a subject with the agreement of the Subject Coordinator for credit. This means students who have specific skills may elect, with the permission of the lecturer in charge, to challenge the competency levels required to pass the subject by submitting evidence of work. If successful, they are credited with the subject without attending classes. However, they will need to enrol in the class.

Students wishing to seek exemptions should do so before they complete their 100 level program. Work experience may be used as the basis for applications for exemptions only, not for credit.

SUMMARY OF REGULATIONS

1. Credit will not normally be granted for more than two subjects studied elsewhere at Stage 1 or equivalent.
2. If a student wishes to complete a major in any subject area, at least four subjects (34cp) must be completed in that area, notwithstanding the total number of credits or exemptions grants for other study.
3. In addition to identifying credits (specified or non-specified), Subject Coordinators may nominate additional specified subjects required to complete a major, notwithstanding the total number of credits/exemptions granted for other study.
4. No student will be granted credit for a BA in Communication major sequence for study completed elsewhere.
5. No more than 44cp will normally be credited for study done at other institutions. In exceptional cases, a full program of study must be approved by the Faculty Board.

6. Students may complete subjects at other universities or colleges concurrently with BA studies. Credit granted for such study will not normally count towards the completion of a major.
7. Credit will not be granted for subjects completed seven or more years before the year in which exemption is requested, except at the discretion of the Faculty Board.
8. Credit cannot be given for work experience. However work experience may be the basis for a claim for exemption from particular BA course requirements e.g. prerequisite requirements.

VARYING A STUDY PROGRAM

The structure of the degree provides for a large degree of selection beyond Stage 1. The Faculty seeks to vary the subjects offered as much as possible to respond to student demand or the availability of specialised teachers. As a result, the program of study needs to be reconsidered each semester, and changes are common.

Enrolments with the Faculty and with the University are displayed on the noticeboards on Level 2, Bon Marche Building. Students must check that both are correct.

Variation of Program forms are available from either the Faculty Office or the UTS Information Service (Level 4, Tower Building). Three rules of particular importance in 1995 are:

1. Students may add subjects up to 10 March and 11 August respectively.
2. Students may withdraw from subjects up to 7 April and 8 September respectively without academic penalty but if withdrawal occurs after 30 March or 30 August, students will incur HECS charges. Withdrawal after the 7 April and 8 September dates will entail a failure being recorded against the subject.
3. The subjects in which students are enrolled on 31 March and 31 August will be the subjects on which HECS will be levied. If students delete subjects after these dates they will still have to pay HECS charges for them.

STRUCTURE OF THE DEGREE

The First year of the degree is composed of three compulsory subjects in Stage 1 and two or three of the integrated subjects offered in Stage 2.

100 Level subjects

Stage 1

53100 Word and Text (8cp)
53101 Sound and Image (8cp)
53102 Making Australia (8cp)

Stage 2

53150 Journalism (8cp)
53151 Theory and Research: Social and Political (8cp)
53152 Textual Practice and Pleasures (8cp)
53153 Screen (8cp)
53154 Sound (8cp)
53155 Hypermedia (8cp)
53156 Philosophies and Cultures (8cp)

1993 DEGREE STRUCTURE

PRODUCTION MAJORS

- Journalism
- Writing
- Public Relations
- Film and Video Production
- Radio
- Advertising

Journalism

A Journalism major offers students an undergraduate education appropriate to a broad range of journalism practices.

All subjects in the major are worth 8cp. A Journalism major consists of 34cp. Students must take at least two subjects at each of the 200 and 300 levels in the major. The 200 level subject 53213

Journalism Practice is a prerequisite for all other subjects in the Journalism major. Most courses at the 200 level will be offered every year. Courses at the 300 level will not necessarily be offered each year.

The subjects in the major are:

200 Level

53213 Journalism Practice
53214 Broadcast Journalism
53215 Features
53216 Print Production and Subediting

300 Level

53320 Investigations
53321 Radio Journalism
53323 Specialist Reporting
53324 Television Journalism
53325 Publications: Techniques and Practice
53327 Journalism Project

Writing

A major in Writing consists of 34cp. At least 6cp should be taken at 200 level, and 16cp must be taken at 300 level.

The subjects in the major are:

200 Level

53226 Fiction Workshop A
53227 Fiction Workshop B
53228 Poetry Writing
53229 Writing for Performance
53257 Screenwriting

300 Level

53335 Writing Project
53336 Special Writing Workshop A
53337 Special Writing Workshop B
53338 Genre Writing

Possible approved subjects from other areas:

53350 Script Production and Design
53323 Specialist Reporting
52027 Writing and Desktop Publishing (from BA in Social Science)
53275 Sound Performance

Public Relations

A major in Public Relations consists of 34cp. These must include 53342 Public Relations Project plus at least 6cp at 300 level. Eight cp may be taken, with approval, from subjects in other areas. 53240 Public Relations: Process and Practice is a prerequisite to all other subjects in the major.

As part of the course requirements in Public Relations, students undertake a period of internship under the guidance of a public relations professional during the course of study for a major or sub-major in Public Relations.

The minimum time for an internship is 80 hours or two weeks, although students are encouraged to seek as much relevant work experience as possible after completing 53240 Public Relations: Process and Practice.

For an effective internship the support and cooperation of colleagues in practice is essential and part of the coordinator's role is to liaise with practitioners and the Public Relations Institute of Australia.

Students' personal orientation to work in government, non-profit, corporate or consultancy sectors of the public relations industry is taken into account in advising students of suitable organisations for internship.

Internships are undertaken by students in accordance with their own timetable and other work commitments.

The subjects in the major are:

200 Level

53240 Public Relations: Process and Practice
53241 Public Relations: Research and Communication
53242 Community Relations

300 Level

53340 Public Relations: Issues and Management
53341 Public Relations in Global Development
53342 Public Relations Project

After consultation with the coordinator of the Public Relations area, students may be permitted to count 6cp from subjects in the areas of Journalism; Advertising; Writing; Communication,

History, Politics and Society; and the BA in Social Science and Media Strategies.

Film and Video Production

Students intending to major in Film and Video Production must take 53250 Film and Video 1 at 200 level and either 53251 Film 2 or 53252 Video 2. The major consists of at least two subjects at 200 and two subjects at 300 level.

The subjects in the major are:

200 Level

53250 Film and Video 1
53251 Film 2
53252 Video 2
53253 Drama
53254 Project 1
53255 Animation and Video Graphics
53256 Documentary

Students may also count towards their majors:

53280 Advanced Sound Design – Visual
53289 Integrated Media (Advertising)
53257 Screenwriting (Writing)

300 Level

53350 Script Production/Design
53351 Experimental Film and Video
53352 Project Development and the Industry
53353 Project 2
53354 Special Interest Screen Seminar (integrated)

If they have satisfied the prerequisites for these subjects in the appropriate majors, students may also count towards their majors the following subjects:

53324 Television Journalism (Journalism major)
53336 Special Writing Workshop A (Scriptwriting) (Writing major)

Access to film subjects may be restricted due to financial constraints. These classes will then be balloted.

Due to financial constraints students wishing to undertake Project subjects may be asked to provide a percentage of their stock, processing, tape and other production costs. There are possibilities for completing Project subjects in ways which do not require expenditure of personal finances e.g. a sponsored project, an attachment, an exhibition project or the pre-production and production design for a project.

Radio

Students intending to major in Radio must include at least one of 53270 Voice and the Spoken Word or 53271 Sound, Music, Noise. They must also do 53362 Sound Studies Project along with at least one of: 53360 Philosophy of Sound Seminar or 53361 Sound Seminar. Students must take three subjects from 200 level, including at least one of the prerequisites. Students must complete 16cp after their prerequisite at 200 level. This is required for progression to 300 level. They must do one of the 300 level subjects before progressing to the Project. 53364 Radio Project is the final subject in the major and a requirement of the major.

BA in Social Science and other elective students are recommended to take 53278 On-Air Studio and 53281 Radio Local.

The subjects in the major are:

200 Level

53214 Broadcast Journalism
53274 Music and Post-Musics
53275 Sound Performance
53277 Sound Design
53278 On-Air Studio
53279 Advanced Sound Design – Radio
53280 Advanced Sound Design – Visual
53281 Radio Local

300 Level

53321 Radio Journalism
53361 Sound Seminar
53363 Radio Seminar

Students must complete:

53364 Radio Project

Advertising

To complete a major in Advertising students must undertake **either** 53284 Advertising 1, 53285 Advertising 2 and one other 200 level subject, then 53368 Advertising Project and one other 300 level subject, **or** 53284 Advertising 1,

53285 Advertising 2, 53368 Advertising Project and two other 300 level subjects.

The subjects in the major are:

200 Level

53284 Advertising 1
53285 Advertising 2
53286 Art and Advertising
53287 Desktop Publishing and Design
53288 Australian Advertising Culture
53289 Integrated Media

300 Level

53365 Television Advertising
53366 Interactive Media
53367 Advanced Special Advertising Topic
53368 Advertising Project

STUDIES MAJORS

- Communication, History, Politics and Society
- Textual and Performance Studies
- Screen Studies
- Sound Studies
- Philosophy of Culture

Communication, History, Politics and Society

A Communication, History, Politics and Society Studies major is an interdisciplinary one offering subjects from a broad range of intellectual disciplines. Subjects may be grouped into three strands: Communication; Politics and Political Economy; Society and History.

These are broad groupings indicating intellectual coherence among subjects in the major. The strands are not majors. Students may make up majors across strands by developing choices appropriate to their interests.

A major in Communication, History, Politics and Society consists of 34cp. At least two subjects must be completed at 300 level. Students must complete at least one subject at 200 level, before taking 300 level subjects. In addition, some 300 level subjects may have prerequisites. Students must check 300 level subject requirements before enrolling.

The subjects in the major are:

200 Level

Communication strand

53200 News and Current Affairs
53201 Theories of Communication
53202 Legal Aspects of Communication
53203 Communication and Control

Politics and Political Economy strands

53204 Social and Political Theory
53205 Australian Politics
53206 Australia in the World Economy
53207 The Making of the Third World
53208 Energy and the Environment

History and Society strand

53209 Culture, Race and Ethnicity
53210 Gender, Culture and Power
53211 Urban Culture
53212 Australian History
53218 Power and Social Regulation
53219 Aboriginal Studies

300 Level

Communication strand

53300 International Aspects of Communication
53301 Communication, Time and Space
53302 Development, Dependency and the Media
53318 Information, Design and Technology
53328 Communication Research: Special Topic

Politics and Political Economy strands

53303 Orientalism: Constructs of the East
53304 International Political Economy
53305 Issues in Australian Politics
53307 Asian and Pacific Politics
53308 International Politics
53319 Political Economy of Technology

History and Society strand

53306 History of Social and Political Thought
53309 Film, Television and History
53310 Religion, Magic, Science and the Supernatural
53311 Applying Aboriginal History
53312 Popular Histories
53313 Environment, Heritage and History
53314 Social Policy
53316 Social Science Special Project

The following subjects may be offered, though not necessarily in any two-year cycle of subjects.

53315 History – Special Subject
53317 Communication – Special Project
53329 Social Science Project

Textual and Performance Studies

The major consists of 34cp. At least two subjects must be taken from 300 level, and up to 16cp at 200 or 300 level may be taken, with approval, from subjects taught in other areas.

The subject 53222 Textual Poetics is the prerequisite for the major. With approval, 53220 Performance Workshop 1 may be entered from other 200 level subjects.

The subjects in the major are:

200 Level

53220 Performance Workshop 1
53222 Textual Poetics
53223 Textual Formations
53224 Generic Fiction 1
53225 Generic Fiction 2
53230 Print Cultures
53231 Reading and Representing Difference
53232 Narrating the Nation

300 Level

53330 Performance Workshop 2
53331 Textual Studies Seminar
53332 Textual Studies Project
53333 Performance Project

Possible approved subjects from other majors, in consultation with coordinator:

Philosophy of Culture

53290 Theories of Culture
53297 Theories of the Image

Screen Studies

53264 Melodrama
53265 Performance and the Moving Image

Sound Studies

53270 Voice and the Spoken Word
53275 Sound Performance

Screen Studies

The Screen Studies major offers a number of courses dealing with a range of media practices, and the theoretical writing which has been generated in relation to those practices. The 'screen' of Screen Studies is broadly designed to allow for detailed study of still and moving images (painting, photography, film, television, video, computer graphics), and the forms of spectatorship they invite.

All courses in the major try to strike a balance between presenting an historical overview of particular modes of image production, and presenting a sense of the particular histories of critical writing on the various modes of image and sound-image production. The cultural history of work in the various media is set alongside a cultural history of the writing which has been attached to those media. In short, the Screen Studies subjects present 'artistic' practices alongside the theoretical writing which has taken these artistic practices as its object of analysis.

More broadly, the subjects in the major examine visual culture within the wider body of cultural tendencies and practices, and grounds its analysis in a sense of production issues and ideas.

The major consists of 34cp. Students must complete five subjects across the 200 and 300 levels from those listed below. These five subjects must include at least two at 200 level plus at least two at 300 level, one of which must be 53358 Screen Studies Project. 53358 Screen Studies Project is the only compulsory subject in the major, but it is strongly recommended that students also complete 53267 Issues in Screen Theory: Image, Movement, Montage.

The subjects in the major are:

200 Level

53260 Recent Hollywood
53261 Screening Australia
53262 Film Genre
53263 Television and Popular Culture
53264 Melodrama

53265 Performance and the Moving Image
53266 Vision and Visuality
53267 Issues in Screen Theory: Image, Movement, Montage
53268 Documentary Cinema

300 Level

53354 Special Interest Screen Seminar (integrated subject)
53355 National Cinema
53356 Film, Gender and Desire
53357 Film into Video
53358 Screen Studies Project

Subjects which can be credited to a Screen Studies major from other areas:

Textual and Performance

53224 Generic Fiction 1
53225 Generic Fiction 2

Philosophy of Culture

53292 Theories of Subjectivity 1
53293 Theories of Subjectivity 2
53297 Theories of the Image
53298 Aesthetics

Sound

53276 Soundtrack and the Image

Sound Studies

To major in Sound Studies students must take 34cp, consisting of three subjects at 200 level and two subjects at 300 level. Students must include at least one of 53270 Voice and the Spoken Word or 53271 Sound, Music, Noise, 53362 Sound Studies Project and one of 53360 Philosophies of Sound Seminar or 53361 Sound Seminar.

The Sound Studies major contains three integrated subjects: 53274 Music and Post-Musics (200 level); 53275 Sound Performance (200 level); and 53361 Sound Seminar (300 level). In these subjects students may either work on research and theory or they may combine such studies with a sound production component. In the case of 53275 Sound Performance and 53361 Sound Seminar, the sound production component may be in performance script or score form.

The Sound Studies major also contains a number of common subjects. 53274 Music and Post-Musics (200 level), 53275 Sound Performance (200 level) and 53361 Sound Seminar (300 level) are common subjects with the Radio major, allowing for electronic production within planned study projects. 53360 Philosophies of Sound Seminar (300 level) is a common subject with the Philosophy of Culture major. 53276 Soundtrack and the Image is a common subject with Screen Studies.

The subjects in the major are:

200 Level

53270 Voice and the Spoken Word
53271 Sound, Music, Noise
53272 Sound Institutions
53273 Politics of Popular Song
53274 Music and Post-Musics
53275 Sound Performance
53276 Soundtrack and the Image

300 Level

53360 Philosophies of Sound Seminar
53361 Sound Seminar
53362 Sound Studies Project

Philosophy of Culture

To complete the major, students must do one subject at 200 level during the first semester, two subjects at 200 level during the second semester, and one subject at 300 level. All students must complete 53373 Project in Philosophy of Culture in their final semester.

Students must complete 53290 Theories of Culture or 53291 World Culture or 53292 Theories of Subjectivity 1 before moving to further 200 level subjects. 53292 Theories of Subjectivity 1 is a prerequisite for 53293 Theories of Subjectivity 2. 53266 Vision and Visuality (Screen Studies major) is a recommended corequisite for 53297 Theories of the Image. 53292 Theories of Subjectivity 1 and 53293 Theories of Subjectivity 2 are recommended pre-requisites for 53372 Cultures of Nationalism and Fascism.

Electives available to students in the BA in Social Science include any subjects offered in the major at 200 level, with prerequisites as set out above.

The subjects in the major are:

200 Level

53290 Theories of Culture
53291 World Culture
53292 Theories of Subjectivity 1
53293 Theories of Subjectivity 2
53294 Crime, Madness and Culture
53295 Memory and the Cultural Imaginary
53296 Technology and Culture
53297 Theories of the Image
53298 Aesthetics
53318 Information, Design and Technology (integrated)

300 Level

53370 History and Cultural Philosophy
53371 Desire and the Social
53372 Cultures of Nationalism and Fascism
53373 Project in Philosophy of Culture

Approved subjects from other areas:

Screen Studies

53266 Vision and Visuality
53267 Issues in Screen Theory: Image, Movement, Montage
53356 Film, Gender and Desire

Sound Studies

53360 Philosophies of Sound Seminar

Bachelor of Arts in Communication (HH02)

Pre-1993 enrolment (no longer offered)

The structure below is no longer offered to students who have commenced the BA in Communication since 1993. For students enrolled before 1993, the following rules apply, unless they have chosen to transfer to the 1993 program.

DEGREE STRUCTURE AND REGULATIONS

The degree consists of 144cp, normally taken as 25 subjects, in which Stage 1 (five subjects) is 24cp, and all other subjects are 6cp. The degree is studied over three years by full-time students and six years by part-time students. Other patterns of study may be possible in special circumstances, and students may enrol in subjects offered under the new regulations. These subjects are normally worth 8cp each.

Students complete one major (an approved sequence of six subjects in a particular area of study) in each of the Production and Studies segments.

The course offers 12 subject areas in which to major. These are:

Production segment majors

- Writing Production
- Radio Production
- Film and Video Production
- Journalism
- Advertising
- Public Relations

Studies segment majors

- Textual and Performance Studies
- Sound Studies
- Communication and Technology Studies
- Social and Political Studies
- Philosophy of Culture Studies
- Screen Studies

A minimum of eight subjects (48cp) and a maximum of ten subjects (60cp) (including the major sequence) must be taken in the Production segment, and a

minimum of ten subjects (60cp), and a maximum of 12 subjects (72cp) (including the major sequence) must be taken in the Studies segment.

Stage 1

This consists of five compulsory subjects which are taken by all students. These are no longer available to post-1992 enrolment.

50100 Word and Text
50101 Sound and Image
50102 Communication Industries
50103 Australian History and Politics
50110 Computers and Information

These subjects are normally taken in their first semester by full-time students, and in their first year by part-time students. They are designed to provide a common body of practical knowledge and theoretical approaches relevant to all aspects of the study of communications.

Except in special circumstances, students must satisfactorily complete three of 50100 Word and Text, 50101 Sound and Image, 50102 Communication Industries and 50103 Australian History and Politics, before proceeding to Stage 2.

Beyond Stage 1, the course is structured into two parts, the Production segment and the Studies segment.

Stage 2

Twelve Stage 2 subjects are available, each leading to one of the 12 major areas.

In Stage 2 students take four (24cp) of these introductory subjects. At least one subject (6cp) must be selected from the Production segment Stage 2 subjects:

50200 Writing 1
50201 Journalism 1
50202 Radio Production 1
50203 Screen Production
50208 Audiovisual Production
50350 Public Relations: Process and Practice

At least two (12cp) must be selected from the Studies segment Stage 2 subjects:

50204 Commodity Culture and the Media
50205 Social and Political Theory
50206 Textual Theory
50207 Screen Theory
50210 Communication and Technology
50211 Sound, Music, Noise

Students are normally expected to complete three Stage 2 subjects (18cp) before going on to later stage subjects.

To qualify for the award of the BA in Communication degree, students must have satisfactorily completed all five Stage 1 (30cp) subjects and four Stage 2 subjects (24cp).

LATER STAGE SUBJECTS

These subjects are outlined under the descriptions of the major areas.

As after Stage 1, there are 20 subjects (120cp) to complete and, as the majors take six subjects (36cp) each, up to eight subjects (48cp) may be taken outside the two majors. All subjects offered in the degree may be taken by students subject to class places being available, but students should note that the subject's prerequisites apply. However, these may be waived with the approval of the Subject Coordinator.

OTHER REGULATIONS ABOUT SUBJECTS

Under certain conditions, up to eight (48cp) of the 25 subjects (144cp) in the BA in Communication may be completed outside the Faculty or the University.

In other faculties at UTS

Students may, with the permission of the BA in Communication Coordinator, take up to eight subjects (48cp) offered by other faculties. This may be the equivalent of a major in another faculty, or separate subjects from different faculties. Such subjects must normally be second or later stage subjects.

In other institutions

Students may take up to eight subjects (48cp) at other institutions. Such subjects must normally be second or later stage subjects and will not be considered to constitute a major. Students should apply for permission through the Academic Registrar, who refers the request to the Faculty, or apply directly to the BA in Communication Course Adviser.

OPEN SUBJECTS

A small number of subjects are available independently of study areas or segments. An open subject offers a number of students the chance to work cooperatively on a topic of their mutual interest, with the aim of producing a significant piece of work. The initiatives for such open subjects will normally come from students with a particular proposal. Students may participate in up to two open subjects (12cp). Before commencing an open subject, students should have completed at least 16 subjects (114cp) and there must be a written contract between the student and the lecturer, issued before enrolment date, giving a complete draft of the project.

CREDITS AND EXEMPTIONS

Students who have successfully completed tertiary study or vocational training before coming to the University may be eligible for credit in or exemption from subjects taught by the Faculty. An exemption occurs when either the prerequisite requirements or the Stage 1 requirements are waived. A credit is registered when other study is counted towards the BA in Communication degree and the number of subjects that the student must complete in the BA in Communication is thereby reduced.

Students wishing to seek exemption should do so before they complete their Stage 2 program. Forms for applying for exemption or credit are available from the BA in Communication Course Adviser.

Regulations regarding credits and exemptions

1. Credit will not normally be granted for more than two subjects studied elsewhere at Stage 1 or equivalent.
2. If a student wishes to complete a major in any subject area, at least five subjects (30cp) must be completed in that area, notwithstanding the total number of credits or exemptions grants for other study.
3. In addition to identifying credits (specified or non-specified), Subject Coordinators may nominate additional specified subjects required to complete a major, notwithstanding the total number of credits/exemptions granted for other study.
4. No student will be granted credit for a major sequence for study completed elsewhere.
5. No more than eight subjects will normally be credited for study done at other institutions. In exceptional cases, a full program of study must be approved by the Faculty Board.
6. Students may complete subjects at other universities or colleges concurrently with BA studies. Credit granted for such study will not normally count towards the completion of a major.
7. Credit will not be granted for subjects completed seven or more years before the year in which exemption is requested, except at the discretion of the Faculty.
8. Credit cannot be given for work experience (except as outlined in Regulation 9). However work experience may be the basis for a claim for exemption from particular BA course requirements e.g. prerequisite requirements.
9. In the case of the 50110 Introduction to Computer Skills credit may be given for work experience by the Coordinator.

ASSESSMENT

In accordance with University policy on assessment, the following procedures will apply to all subjects.

a) Subject outlines will state the objectives of the subject.

b) Students will be assessed according to criteria related to the objectives of the subject.

c) A clear statement of those criteria, and the associated assessment tasks, will be provided to students in writing no later than Week 3 of semester.

d) Assessment will be based on a student's level of performance in achieving the objectives of the subject and not depend on how many other students achieve those objectives.

e) All assessment tasks approved by the coordinating examiner of a subject will be seen by another full-time or fractional time member of the academic staff.

f) A coordinating examiner will not change the assessment pattern determined at the beginning of semester without the prior approval of the Faculty Board.

g) Each subject outline must contain details of arrangements for supplementary assessment, if any.

h) Each subject outline will provide statements of the procedures for students to apply for alternative assessment in the case of (i) disability, or other relevant aspects of a student's background, and (ii) short-term disability due to situations such as sickness, accident or personal trauma.

Assessment methods vary from subject to subject according to the nature of the subject. Students should make sure that they understand what is required of them at the start of the semester. If they are in any doubt as to their progress, they should ask their lecturer how they are going, and whether they need to take any additional steps to pass.

Almost all subjects taught in the BA in Communication program are ungraded; students who meet the subject requirements achieve a pass result.

Appeal against assessment

The Faculty has an Assessment Appeals Committee, which includes student representatives. Students who feel that they have been unfairly assessed should complete the relevant form obtainable from the Academic Office.

VARYING A STUDY PROGRAM

The structure of the degree provides for a large degree of choice beyond Stage 1. The Faculty seeks to vary the subjects offered as much as possible to respond to student demand or the availability of specialised teachers. As a result, students need to reconsider their program each semester, and changes are common.

Enrolments with the Faculty and with the University are displayed on the noticeboards on Level 2, Bon Marche Building. Students must check that both are correct.

Variation of Program forms are available from either the Faculty Office or the UTS Information Service (Level 4, Tower Building). Three points of particular importance are:

1. Students may add subjects up to 10 March and 11 August respectively.
2. Students may withdraw from subjects up to 7 April and 8 September respectively without academic penalty, but if withdrawal occurs after 30 March or 30 August, students will incur HECS charges. Withdrawal after the March and August dates will entail a 'fail' being recorded against the subject.
3. The subjects in which students are enrolled on 31 March and 31 August will be the subjects on which the graduate tax will be levied. If students delete subjects after these dates they will still have to pay HECS charges for them.

MAJOR AREAS

Studies segment

The available areas in the Studies segment are:

- Social and Political Studies
- Textual and Performance Studies
- Screen Studies
- Sound Studies
- Communication and Technology Studies
- Philosophy of Culture

Social and Political Studies

This area provides opportunities for the study of society, history and politics. It has been designed to complement the other communications, production and studies areas in the BA in Communication degree. The major is constructed in a way that emphasises the continuities rather than the distinctions between sociological, historical and political studies.

The aim is to encourage students to develop a critical understanding of social and political structures and processes, and graduates who are able to use this knowledge in a communications context.

Thus there is an emphasis in the major on theoretical problems, substantive issues, and research skills. Students are encouraged to present the result of their research in a variety of media forms.

The subjects have been designed to meet two quite different needs. First, there is a need to provide for students undertaking a Social and Political Studies major a progression from basic to advanced study and research work. Secondly, there is a need to provide subjects of interest to students not completing the major. To combine these two requirements, the following structure has been adopted.

The introductory Stage 2 subject is 50205 Social and Political Theory, an examination of the key concerns in social and political theory. This subject is compulsory for students completing the major.

For any students in Stages 3 to 6 there are 17 intermediate subjects which can be undertaken. 50205 Social and Political Theory is not a prerequisite for these subjects.

Intermediate subjects

50502 International Politics
50504 Australia in the World Economy
50506 Gender, Culture and Power
50507 The Making of the Third World: Africa, Latin America and the Middle East
50508 Nationalism, Populism and Fascism
50510 Culture, Race and Ethnicity
50512 Comparative Religion
50514 Crime, Madness and Society
50515 Australian History
50516 Oral History
50519 History of Social and Political Thought
50520 Asian and Pacific Politics
50521 Orientalism: Constructs of the East
50590 History – Special Subject
50591 Magic and Healing
50592 Aboriginal Studies
50593 Social Policy

Advanced subjects

50517 Research Project
50594 International Political Economy

To complete a major in Social and Political Studies, students must complete 50205 Social and Political Theory, 50517 Research Project and four other subjects (24cp) (six subjects or 36cp in all).

There are no corequisites with other majors or subjects in the degree.

Textual and Performance Studies

The Textual and Performance Studies area concerns itself with texts of all kinds from within popular or high culture. Texts are taken to be the material form in which cultural and ideological meanings find their expression as the concrete realisation of discourses. In general, work in this subject area focuses on verbal texts, spoken and written. It takes as one of its main concerns the cultural placement of texts

of differing origins, that is, the politics of textual production and consumption. The subject area provides the opportunity for the study of texts which have been traditionally defined as literary works, as well as verbal objects from a more broadly defined range.

Major theoretical issues which arise within this subject area are theories around the concepts of reader and author; theories of genre; aesthetics; the interrelations of the publishing industries with questions of the production and consumption of texts; and the politics of writing and performance in general. While the emphasis is on the study of contemporary texts and the debates about modes and genres of contemporary writing, the materials considered in this study area range over a wider historical period and include texts from different cultures.

Given the context of a degree in Communication Studies, this subject area links considerations of texts with the concern of work in other areas, and provides supporting work and contexts for students interested in, for instance, Screen Studies, Film and Video Production, Writing and Radio Production.

Students intending to major in the Textual and Performance Studies area take the Stage 2 subject 50206 Textual Theory as their first subject. This subject provides a theoretical context and starting point for the issues raised in the subject area as a whole. The remaining subjects are divided into intermediate and advanced level subjects. Intermediate subjects provide the opportunity to study a range of popular literary genres, in oral traditions, in non-literary texts, in stage interpretations of drama, in theoretical issues about gender and writing, politics and writing, and formal studies of genre. Advanced level subjects provide the opportunity to take up theoretical issues raised in 50206 Textual Theory and explore these in detail; or to pursue the study of a particular writer in depth.

All of these subjects are available as electives to students majoring in other areas who have not completed 50206 Textual Theory. Prerequisites for specific subjects must, however, be adhered to.

Introductory Stage 2 subject

50206 Textual Theory

Intermediate subjects

Textual Studies

50612 Australian Literary Traditions
50690 Generic Fiction 1
50691 Generic Fiction 2
50604 Poetics: Theory and Practice
50692 Recent Fiction
50609 Women and Fiction
50693 Aboriginal Literature
50695 The Textual Construction of Childhood
50403 Popular Print Culture

Performance Studies

50605 Performance Workshop 1
50606 Performance Workshop 2

Advanced subjects

Textual Studies

50694 Semiotics and Text
50600 Myth and Oral Tradition
50697 Textual Studies Seminar
50698 Textual Studies Project

Performance Studies

50696 Performance Project

Workshop 2, plus two other subjects (12cp) from either the Textual Studies intermediate subjects or from other majors with approval.

To complete a major in Textual and Performance Studies, students must complete the Stage 2 subject 50206 Textual Theory, three to four intermediate subjects and one to two advanced subjects (six subjects or 36cp in all).

Screen Studies

This area offers a specialised and developed body of media/cultural studies, focusing on film, television and video. It is designed to be flexible and open to student interests and to promote an informed and stimulating environment for film and video production work.

Some subjects (e.g. 50207 Screen Theory, 50701 Documentary Cinema, 50702 On TV, 50700 Melodrama) are especially concerned with how film and TV/video texts are constructed. Others (e.g. 50700 Melodrama, 50706 Film, Gender and Desire, 50790 Film Authorship, 50793 Film Performance) work with particular areas of theory, or develop knowledge and analysis of particular aspects of screen history (e.g. 50704 Recent Hollywood, 50705 Film Genre, 50792 Screening Australia).

All courses are intended to develop analytical and conceptual skills, informed by knowledge of the processes and institutions of production (and circulation and use), formal and aesthetic questions, and the political and cultural contexts of viewing and production. All courses make an effort to keep questions of history, theory and practice in close sight of one another.

Introductory Stage 2 subject

50207 Screen Theory

Stage 3 and beyond

50700 Melodrama
50701 Documentary Cinema
50702 On TV
50704 Recent Hollywood
50705 Film Genre
50706 Film, Gender and Desire
50711 National Cinema
50790 Film Authorship
50791 Film into Video
50792 Screening Australia
50793 Film Performance

Advanced subject

50708 Screen Studies Project

To complete a major in Screen Studies, students must complete 50207 Screen Theory, 50708 Screen Studies Project, and four other subjects (24cp) (six subjects or 36cp in all).

Sound Studies

This is an area which provides opportunities for a coherent study of sound. It has a three-pronged focus:.sound as a technological concept, sound as a set of musical and voiced practices, and sound in relation to visual image. The Sound Studies major provides an in-depth critique of the institutions of soundmaking and broadcasting; a critical knowledge of the conditions and processes of production/dissemination of modern music; and a grasp of contemporary issues underlying the practical and theoretical development of sound recording.

In most subjects students are encouraged to work with textual, musical and audio materials and to draw upon their own experience and knowledge of production practices.

The subjects have been designed to meet two quite different needs. First there is a need to provide for majoring students a progression from basic to advanced study and research work, and second, there is a need to provide students not undertaking the major access to subjects in areas of particular concern to them. To combine these two requirements the following structure has been adopted:

Introductory Stage 2 subject

50211 Sound, Music, Noise

Stage 3

For students in Stage 3 and beyond there are nine subjects (54cp) which can be undertaken. (50211 Sound, Music, Noise is not a prerequisite for these subjects.)

50407 Music and Mass Culture
50408 Sound Institutions
50901 Politics of Popular Song
50902 Theories of Sound
50903 Music and Post-Musics
50904 Voice and the Spoken Word
50905 Soundtrack and the Image
50906 Sound and Difference
50907 Sound Studies Project

To complete a Sound Studies major, students must complete 50211 Sound, Music, Noise, 50907 Sound Studies Project, and at least four other subjects (24cp) from the above list. 50907 Sound Studies Project must be the final subject of the major.

There are no corequisites with other majors or subjects in the degree.

Communication and Technology Studies

Societies and their governments are engaged in major debates over the control and use of new technologies, whether they be in the communications or other fields. Technologies are seen as the accumulated products of labour power, and of social relations. Ideological representations of these struggles form much of the fabric of contemporary social, political and policy debates, and are closely interwoven with cultural production in the industrialised and industrialising countries. Students will be challenged to explore these debates and to develop and apply to them skills of analysis and critical understanding.

They will gain a sophisticated awareness of the historical, political, economic, legal, social, and cultural dimensions of the communications and technology-based industries, the professions associated with them, and the contradictions posed for society by the innovation and management of technological change.

Students undertake the Stage 2 subject 50210 Communication and Technology as the basis for a number of pathways through the major. The main stream is through the communication subjects. It is assumed that issues concerning information technologies are high on the agenda of the technology/society debate. They thus form a bridge between the communication and technology strands of the major, through a critical approach to information.

Students may also pursue other dimensions of communications and technology through substantive work on analysis of technology, gender, health, nuclear power, the urban environment and State policies.

Introductory Stage 2 subject

50210 Communication and Technology

This is compulsory for the major, but not a prerequisite for the intermediate subjects.

Intermediate subjects

50400 Australian Communication Policy
50401 News and Current Affairs
50402 Broadcast Media
50404 International Aspects of Communication
50406 Legal Aspects of Communication
50414 Media, Control and Resistance
50415 Development, Dependency and Journalism
51621 Histories of Technology
51624 Information, Design and Technology
51625 Energy and Environment
51626 Technology Policy
51630 Health, Technology and Society
51632 The Political Economy of Technology

Advanced subjects

51628 Technology and Urban Culture
51640 Research Project in Communication and Technology

To complete the major, students must complete the introductory subject, 50210 Communication and Technology, any three to four intermediate subjects, and one or two advanced subjects (six subjects or 36cp in all).

Philosophy of Culture

The Philosophy of Culture area provides students with the opportunity to study a range of perspectives on the notions of culture, media and philosophy. Intended as a multidisciplinary approach, the major is designed to complement other parts of the course in both the Studies and Production areas.

The aim is to provide a variety of viewpoints and theoretical positions from which students can evaluate cultural issues, forums and texts, related to social, political, economic and historical standpoints.

After completing the Stage 2 subject, 50204 Commodity Culture and the Media, students majoring in the area proceed to critical examination of key issues in the domains of, for example, modernity, cultural imperialism, philosophical accounts of imagery and photography, and the wide-ranging discussion of sexuality, gender and

culture. Equal emphasis is put on reading, discussion, research and monitoring skills. Students are encouraged to present their work for assessment in various media forms.

Introductory Stage 2 subject

50204 Commodity Culture and the Media

This is compulsory for the major, but not a prerequisite for the intermediate subject.

Intermediate subjects

50409 Memory and the Cultural Imaginary
50410 Consumerism and the Media
50411 Theories of the Image
50412 Theories of Subjectivity
50413 Theories of Culture
50420 Desire and the Social
50421 World Culture
50615 Modernist Aesthetics
50422 Special Interest Seminar in the Philosophy of Culture

Any two (12cp) of the above are the prerequisites for any advanced subject.

Advanced subjects

50423 Technology and Culture
50424 Theories of Femininity and Masculinity
50425 Culture and the Avant Gardes

To complete the major, students must complete the introductory subject, any three to four intermediate subjects, and one to two advanced subjects (six subjects or 36cp in all). The two Social and Political subjects 50508 Nationalism, Populism and Fascism, and 50514 Crime, Madness and Society, may be counted amongst the intermediate subjects.

Production segment

The major areas in the Production segment are:

- Writing Production
- Radio Production
- Film and Video Production
- Journalism
- Advertising
- Public Relations

Writing Production

This subject area offers students practical experience in various modes of contemporary writing e.g. post-modernist and experimental fiction, wide circulation genre writing, realist and documentary fiction, playwriting, media scriptwriting, and poetry writing. Students are offered an understanding of the codes, structures and conventions of contemporary modes of writing; the implications of both the politics and aesthetics of the various practices of writing, and the debates surrounding their apparent contestation; and the ways in which specific practices of writing are framed within the material and ideological conditions of their production.

The practical study in writing complements Textual and Performance Studies and the scriptwriting subjects also integrate with the Film and Video and Radio Production majors.

The subject area offers students wide scope for the development of their own writing and, where appropriate, the opportunity to prepare their work for subsequent publication. It also offers students an understanding of the processes of writing which will help prepare them to work in such areas as editing, literary journals, reviewing, and publishing.

Introductory Stage 2 subject

50200 Writing 1

Other subjects

50310 Narrative Writing
50311 Writing Workshop
50312 Short Story Writing
50313 Genre Writing
50314 Experimental Writing
50315 Poetry Writing
50316 Playwriting
50317 Radio Writing
50319 Scriptwriting for Film and Television
50320 Advanced Scriptwriting
50321 Special Writing Workshop
50322 Writing Project
50323 Writing for Performance

For a major in Writing students must complete six subjects (36cp) including 50200 Writing 1, plus 50310 Narrative Writing or 50323 Writing for Performance, and four other subjects.

Radio Production

The goal of the Radio Production area is to integrate a sophisticated theoretical appreciation of radio and sound with production and presentation skills. The area also seeks to develop in students an understanding of the positions and potential of broadcasters in Australian society.

The major includes courses in basic program production and live-to-air presentation as well as a range of electives including Documentary, Journalism, Writing and Sound Performance.

The theoretical and conceptual aspects of the area are designed to complement and integrate with the material taught in the Studies subjects as well as the other production subjects in the degree. Students are encouraged to combine their assessment requirements for the Radio Production area with their work in other majors.

This major emphasises all aspects of pre-produced, post-produced and live-to-air music production radio broadcasting but also caters for those interested in experimental audio and sound performances. An involvement with public radio broadcast is encouraged.

The Radio Production area consists of the following subjects:

Introductory Stage 2 subjects

50202 Radio Production 1
50209 Sound Production 1

Other subjects

50317 Radio Writing
50360 Audio Production
50361 Radio Journalism
50367 Radio Music
50362 Radio Representation
50364 Sound Performance
50365 Radio Project
50368 Radio Seminar

For a major in Radio Production students must complete six subjects (36cp) including either 50202 Radio Production 1 or 50209 Sound Production 1, 50360 Audio Production, either 50365 Radio Project or 50368 Radio Seminar, and three other subjects.

Film and Video Production

Students intending to major in Film and Video Production must take the Stage 2 subject 50203 Screen Production as their first subject. This subject provides a technical and conceptual starting point for other subjects.

Students can select from any of the other subjects in the major making up a sequence according to their particular interests, provided prerequisites are met. Some students may wish to do all video subjects without reference to film. However, it is envisaged that students will combine both media within their major. Other subjects involving 16 mm film may be taken without having first done 50380 Sync Sound Filmmaking.

Students may enter 50374 Project 1 or 50383 Project 2 when they have met the prerequisites and can provide a final draft script (or treatment in the case of a documentary) and evidence of pre-production work for a project they wish to make in the project class. Students will only be able to work at the technical level for which they have previously studied and for which they can demonstrate proficiency.

Numbers of places in and access to classes will be dependent on availability of resources and facilities. In some instances, e.g. 50380 Sync Sound Filmmaking, the number of places will be restricted and classes balloted. Students are encouraged to give emphasis to scriptwriting and project development. Students may count 50319 Scriptwriting for Film and TV and 50320 Advanced Scriptwriting (subjects in the Writing major) towards their Film and Video Production major.

All majoring students must complete 50207 Screen Theory from the Screen Studies major as corequisite.

The Film and Video Production area consists of the following subjects:

Stage 2

50203 Screen Production

Stages 3 – 6

50370 Video Studio and Post-Production
50371 Film and Video Drama
50372 Film and Video Documentary
50373 Video Production: New Techniques
50374 Film and Video Project 1
50375 Film Animation
50376 Film and Video Soundtrack
50377 Visual Style
50380 Sync Sound Filmmaking
50381 16 mm and 8 mm Experimental Film Techniques
50382 Script and Production
50383 Film and Video Project 2

For a major in Screen Production students must complete Stage 2 plus five subjects (30cp) from Stages 3–6 as well as the corequisite. The two Writing subjects, 50319 Scriptwriting for Film and TV and 50320 Advanced Scriptwriting, may be counted amongst the Stages 3–6 subjects.

Journalism

Students undertaking subjects in Journalism should expect to develop skills in the practice of journalism and a critical understanding of the processes of journalism and the role of the media. The major encourages students to integrate conceptual and practical skills.

The major's emphasis is on the full range of journalistic writing and research techniques. The purpose of the course is essentially vocational: to encourage students to attain a level of skill sufficient to find employment as journalists or researchers.

Students are encouraged to undertake subjects in the Communication and Technology Studies major to further develop their understanding of communications theory, and subjects in the Social and Political Studies major to further develop their understanding of Australian society. Public relations and radio subjects are useful adjuncts to the Journalism major, and 50203 Screen Production is a prerequisite for the Television Journalism subjects.

The major endeavours to integrate theory and practice. Those completing the major should develop a sophisticated range of journalistic and intellectual skills, an understanding of the nature, potential, and role of journalists in Australia, and an ability to engage in journalistic practice.

50201 Journalism 1 and 50340 Journalism 2 are prerequisites for all other journalism subjects. 50343 Issues in Journalism is also a compulsory subject, and should be taken in the final semester.

Introductory Stage I subject

50201 Journalism 1

Other subjects

50340 Journalism 2
50341 Subediting and Print Production
50343 Issues in Journalism
50344 Specialist Reporting and Magazine Writing
50345 Investigative Journalism
50346 Editing 1
50347 Editing 2
50348 Television Journalism 1
50349 Television Journalism 2
50361 Radio Journalism
50392 Feature Writing and Copyediting

To complete a Journalism major, students must successfully complete six subjects (36cp), including 50201 Journalism 1, 50340 Journalism 2 and 50343 Issues in Journalism and three other subjects. 50343 Issues in Journalism should be taken in the final semester.

Advertising

This major area is designed to offer vocational education in the important fields of promotional media, electronic publishing (DTP) and print graphics, audiovisual programs, tourism and in

the multimedia crossover of art and advertising. It also aims to provide a coherent integrated range of options that link in with other Studies and Production majors of the Faculty.

Students intending to major in the area must take the Stage 2 introductory subject 50208 Audiovisual Production in order to develop a range of production skills and critical approaches in the use of audiovisual media and technology with special reference to tape/slide productions. This will be followed by either 50334 Critiques of Advertising and Public Communication or 50337 Art and Advertising, which will provide students with a solid grounding in a range of methodologies of analysis and criticism of those historical, political and cultural issues involved in advertising, computer-generated products and promotional media industries.

The intermediate subjects focus on major projects involving establishing links with 'clients' and research into specific issues and topics, production considerations, creative strategies and presentation methods. Students work towards building a complete portfolio of work at the same time as developing important industry and community links in their chosen field of interest.

The final stage subject (either 50355 Tourism or 50356 Print and Audiovisual Project) equips students with the 'real-life' experience of working both with lecturers and outside professionals in the print and audiovisual industries. A major project is developed and evaluated in collaboration with 'outside' experts with the view to preparing students for their future careers.

Introductory Stage 2 subject

50208 Audiovisual Production

Core subjects

50334 Critiques of Advertising and Public Communication; prerequisite 50208
50337 Art and Advertising; prerequisite 50208

Intermediate subjects

50335 Image and Text; prerequisite 50334 or 50337
50336 Visual and Verbal Strategies; prerequisite 50334 or 50337
50338 Desktop Publishing
50339 Television Advertising; prerequisite 50203 Screen Production plus any two advertising subjects (12cp)

Advanced subjects

50355 Tourism; prerequisite any four advertising subjects (24cp)
50356 Print and Audiovisual Project; prerequisite any four advertising subjects (24cp)

Students who commenced the Advertising major in 1988 or earlier may count the following elective subjects toward the Advertising major. Students commencing 1989 or later may take these subjects as electives only, that is, they cannot be counted towards the major.

Elective Production subjects

50330 Advertising Practice
50331 Advertising Copywriting (Print)
50332 Advertising Copywriting (TV, Radio, Film)
50333 Advertising Strategies

Students taking the six-subject (36cp) major must do 50208 Audiovisual Production, then either of the core subjects followed by any three intermediate subjects and then a final advanced subject of either 50356 Print and Audiovisual Project or 50355 Tourism.

Public Relations

The intention of this area is to equip students with both basic writing and production skills and higher-order communication problem analysis. It also aims to provide solution strategy skills through systematic experience with the research, counselling, planning, production, communication and evaluation procedures required for effectiveness in the industry.

Students will develop a close understanding of concepts and theoretical

uncertainties inherent in approaches to communicating effectively with anonymous target audiences. Students gain progressive experience through a combination of class work, special workshops, fieldwork and 'live' clients, and internships with practitioners. Student membership of the Public Relations Institute of Australia (PRIA) and the Society of Business Communications is encouraged and facilitated.

Students who undertake the major will be equipped to take up positions and perform productively in the corporate, government, consultancy, and non-profit sectors of public relations, as public relations assistants, information officers, publicity officers or junior consultants.

To complete a major in the Public Relations area, students must successfully undertake the Introductory Stage 2 subject, 50350 Public Relations: Process and Practice. This is followed by three intermediate subjects (18cp) and two advanced subjects (12cp), making six subjects (36cp) in all.

Introductory Stage 2 subject

50350 Public Relations: Process and Practice

Intermediate subjects

59354 Publicity Practice
50351 Public Relations: Research and Communication
50352 Public Relations: Issues and Management

Advanced subjects

50357 Community Relations and the Public Sphere
50358 Public Relations Case Study
50353 Public Relations Project

Students in the Public Relations major are also encouraged to take 50201 Journalism 1 and 50340 Journalism 2 and such subjects as 50406 Legal Aspects of Communication, as well as appropriate subjects from other faculties.

Bachelor of Arts in Social Science (HH03)

The Bachelor of Arts in Social Science provides a three-year full-time and five-year part-time program which prepares graduates for employment or freelance work in the broad field of social science. It also serves as the basis for an Honours year and further postgraduate study. The social sciences provide the basis for careers in the public, private, industrial and community sectors, in research, administration, organisation and policy development, implementation and evaluation.

MAJORS

Students are required to complete two majors, one in Social Studies, the other in Social Science Applications. The majors are coherent courses of study of at least 32cp taken from the 200 and 300 level, with at least 16cp at the 300 level. They move from introductory to advanced work over the course of the degree.

The Studies major involves theoretical and critical perspectives drawn from disciplines such as sociology, history, politics, and social anthropology. The Applications major provides a basis for research skills and allows students to develop a more advanced portfolio of research, computing, media and organisational skills set within a theoretically informed analysis of professional practice in the social sciences.

ELECTIVE CREDIT POINTS

Students also have the opportunity to take up to 32cp outside the minimum credit points required for each major. These can be taken from within the majors themselves, from sub-majors offered by the Faculty and drawn from other degrees (including parts of the BA in Communication and BA in Information Studies), and from sub-majors offered by other Faculties.

Students may also enrol as extension students in subjects at other universities, and may study for part of their degree

outside of Australia at recognised institutions. Sub-majors drawn from the BA in Communication and assessed under the rules of that degree (that is, graded pass/fail only) include Journalism, Public Relations, Writing, Advertising, Multimedia, Radio/Sound, Communication and Cultural Industries, Cultural Studies and Women's Studies.

Students can also take electives from the University's International Studies Program, including Contemporary Society subjects (covering Japan, China and South-East Asia), and Culture and Language subjects (including Japanese and Cantonese).

Additional sub-majors are also currently available in Business and Information Science. An Aboriginal Studies major is also available and can be taken as a second Studies major, integrated with the Social Studies major, or drawn on to form a sub-major. Students wishing to enter the Aboriginal Studies major are advised to enter the prerequisite eight credit point subject T5110 Aboriginal Cultures and Philosophies in Stage 3 or Stage 4 as one of their electives.

The Degree underwent an internal Faculty review in 1994, and its earlier structure as two broad Strands has been modified to allow more coherent majors plus clearly identified sub-majors.

ATTENDANCE

The degree is offered full-time over six semesters and part-time over ten semesters. Students with a credit average or better in later years are eligible to apply for entry to a fourth Honours year. The part-time degree allows for some evening classes. However, not all subjects will be available in the evening. Full-time students may be required to attend evening classes in some subjects.

Full-time students enrol in not more than 48cp per year. Part-time students enrol in at least 6cp in Stages 2–6 each semester, and no more than 16cp in any semester. Part-time students normally undertake 24cp each academic year.

CREDITS AND EXEMPTIONS

Exemption applies to prerequisites only. Students can apply on the basis of prior experience or a non-university course to have prerequisites waived where they have gained equivalent competency; if successful, students will have to complete another subject in lieu.

Specified subject credit

Maximum of 24cp of specified and unspecified credit; specified credits are more difficult to achieve. Students must have passed the equivalent subject at another university (approved as close similarity in level, content, assessment tasks etc.) to have the subject counted toward the UTS degree.

Unspecified subject credit

Maximum of 24cp of specified and unspecified credit; unspecified credits are more easily accredited. Affected by the regulations on number of credit points in majors. Students must have passed a subject at another university (approved as relevant to degree but not equivalent to any specific subject) to have the subject counted towards the UTS degree.

Students who have successfully completed advanced tertiary study at a university or college of advanced education may be eligible for exemption or advanced standing. Students who have successfully completed advanced TAFE college study may be eligible for an exemption. They may apply for advanced standing on the basis of the equivalence of the subjects and levels. The Faculty Board will consider their applications on a case-by-case basis.

Students may also 'challenge' a subject with the agreement of the Subject Coordinator for credit. This means students who have specific skills may elect, with the permission of the lecturer in charge, to challenge the competency levels required to pass the subject by submitting evidence of work. If successful, they are credited with the subject without attending classes. However, they enrol in the class and incur the HECS liability.

Students wishing to seek exemptions should do so before they complete their 100 level program. Work experience may be used as the basis for applications for exemptions only, not for advanced standing.

SUMMARY OF REGULATIONS

1. Credit will not normally be granted for more than two subjects studied elsewhere at Stage 1 or equivalent.
2. Students must complete at least three specified subjects (24cp) in their Majors, notwithstanding the total number of credits or exemptions granted for other study.
3. In addition to identifying credits (specified or non-specified) Subject Coordinators may nominate additional specified subjects required to complete a Major, notwithstanding the total number of credits or exemptions granted for other study.
4. No student will be granted a major sequence for study completed elsewhere.
5. No more than 24cp will normally be credited for study done at other institutions. In exceptional cases, a full program of study must be approved by the Faculty Board.
6. Students may complete subjects at other universities or colleges concurrently with BA studies. Credit granted for such study will not normally count towards the completion of a major.
7. Credit will not be granted for subjects completed seven or more years before the year in which exemption is requested, except at the discretion of the Faculty.
8. Credit cannot be given for work experience. However work experience may be the basis for a claim for exemption from particular course requirements e.g. prerequisite requirements.

Students wishing to seek exemption should do so before they complete their Stage 2 program. Forms for applying for exemption/credit are available from the Faculty Office, Level 2, Bon Marche Building.

OTHER REGULATIONS ABOUT SUBJECTS

In other faculties at UTS

Students may, with the permission of the Faculty, take up to 32cp offered by other faculties. This may be the equivalent of a major in another faculty, or separate subjects from different faculties. Such subjects must normally be second or later stage subjects.

In other institutions

Students may take up to 32cp at other institutions. Such subjects must normally be second or later stage subjects and will not be considered to constitute a major. Students should apply for permission through the Academic Office which refers the request to the Faculty.

STRUCTURE OF GRADING

In the first year of the BA in Social Science, all eight compulsory subjects are graded pass/fail only. Later year subjects listed under the Social Studies and Applications majors are graded from fail to high distinction.

Subjects taken as electives may be graded depending on the regulations governing the degree in which they are offered. Students will be advised to check the regulations which apply to their chosen elective subjects. Students will be informed of the relative weight of components of graded subjects in the subject outlines each semester.

REQUIREMENTS TO GRADUATE AS BACHELOR OF ARTS IN SOCIAL SCIENCE

a) Students must successfully complete 144cp according to the rules of the degree in order to graduate.

b) Students must successfully complete the compulsory eight 100 level subjects in order to graduate.

c) Students must successfully complete 32cp in the Social Studies major, 16cp of which must be at the 300 level.

d) Students must successfully complete 32cp in the Applications major, 16cp of which must be at the 300 level.

e) Students must successfully complete the subject 52322 Research Methods 2 in order to graduate.

RULES OF PROGRESSION

a) Full-time students must successfully complete at least 36cp of 100 level subjects before proceeding to attempt any 200 level subjects.

b) Students must successfully complete 16cp at the 200 level in the Applications major before entering 300 level Applications subjects.

c) Students must successfully complete 16cp at the 200 level in the Social Studies major before entering 300 level Social Studies subjects.

d) Subjects in all majors, at all levels, may additionally require subject prerequisites. Students may not enter these subjects unless all the prerequisites have been met.

e) Students may take up to 12cp extra at the 100 level as part of their elective options.

ASSESSMENT

In accordance with University policy on assessment, the following procedures will apply to all subjects.

a) Subject outlines will state the objectives of the subject.

b) Students will be assessed according to criteria related to the objectives of the subject.

c) A clear statement of those criteria, and the associated assessment tasks, will be provided to students in writing no later than Week 3 of semester.

d) Assessment will be based on a student's level of performance in achieving the objectives of the subject and not depend on how many other students achieve those objectives.

e) All assessment tasks approved by the coordinating examiner of a subject will be seen by another full-time or fractional-time member of the academic staff.

f) A coordinating examiner will not change the assessment pattern determined at the beginning of semester without the prior approval of the Faculty Board.

g) Each subject outline must contain details of arrangements for supplementary assessment, if any.

h) Each subject outline will provide statements of the procedures for students to apply for alternative assessment in the case of (i) disability, or other relevant aspects of a student's background, and (ii) short-term disability due to situations such as sickness, accident or personal trauma.

Appeal against assessment

The Faculty of Humanities and Social Sciences has an Assessment Appeals Committee which includes student representatives. Students who feel that they have been unfairly assessed should complete the relevant form obtainable from the Academic Office.

QUALIFICATIONS REQUIRED FOR ADMISSION

Category A: New South Wales Higher School Certificate. In 1994 the TER required for admission was 79.5.

Category B: Selection of applicants on the basis of education, and work and life experience. A questionnaire will be provided for Category B applicants.

This degree is open to inpUTS and Aboriginal Participation Initiative applicants.

VARYING A STUDY PROGRAM

The structure of the degree provides a range of subjects beyond Stage 1. The range of subjects is reviewed on a regular basis, so that students need to keep their own program under review as they progress through the degree.

Enrolments with the Faculty and the University are displayed on the noticeboards on Level 2, Bon Marche Building. Students must check that both are correct.

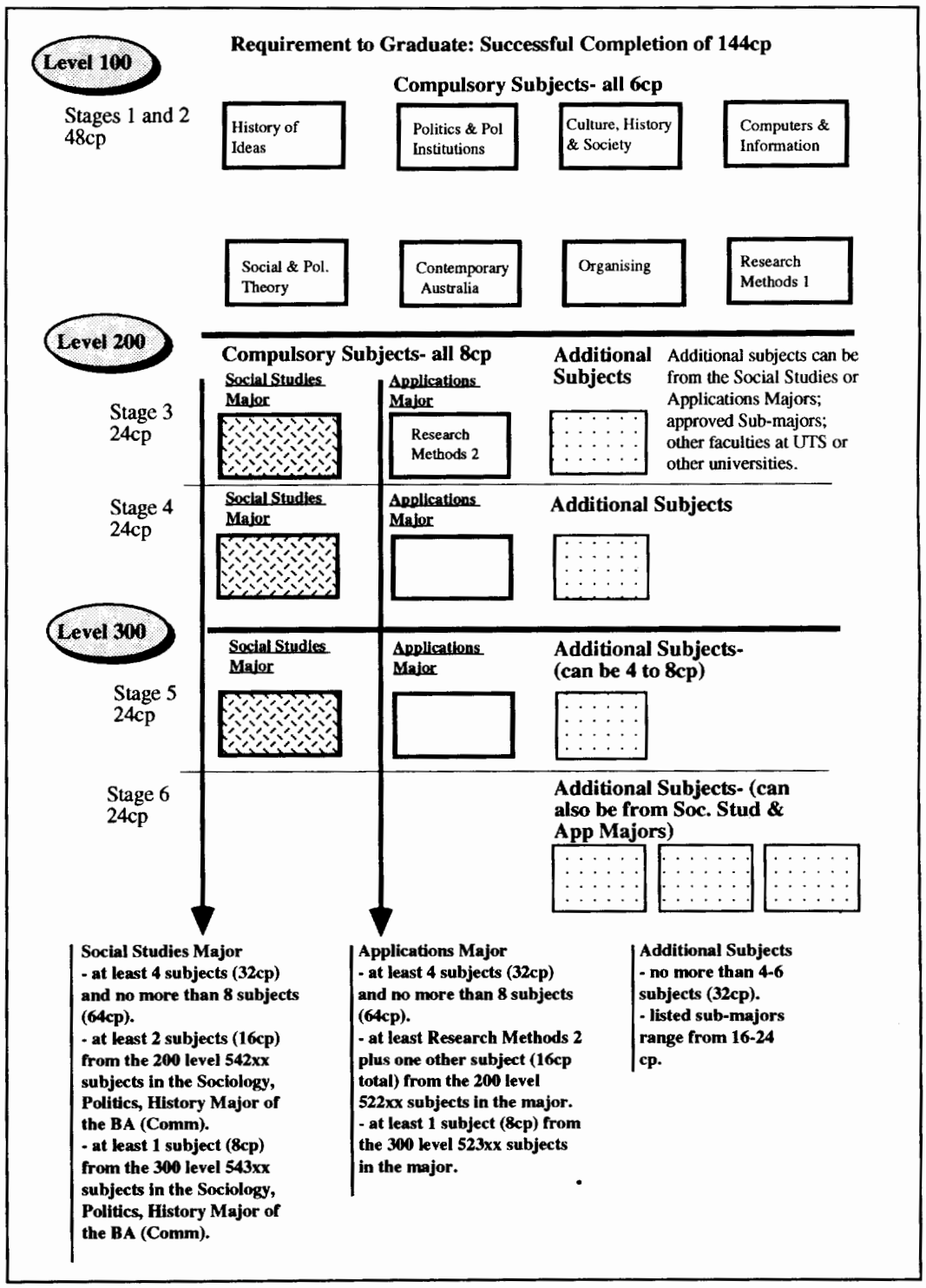
Variation of Program forms are available from either the Faculty Office or the UTS Information Service (Level, Tower Building). Three points of particular importance in 1995 are:

1. Students may add subjects up to 10 March and 11 August respectively.
2. Students may withdraw from subjects up to 7 April and 8 September respectively without academic penalty, but if withdrawal occurs after 31 March or 1 September, students will incur HECS charges. Withdrawal after 7 April and 8 September will entail a 'fail' being recorded against the subject.
3. The subjects students are enrolled in on 31 March and 1 September will be the subjects on which the graduate tax will be levied. If students delete subjects after these dates they will still have to pay HECS charges for them.

THE DEGREE STRUCTURE

The degree consists of subjects (normally 20) totalling 144cp, taken over three years by full-time students and five years by part-time students. Credit may be given (subject to the Faculty's regulations) for subjects successfully completed at other tertiary institutions. Students must successfully complete 32cp in the Social Studies major (16cp at the 300 level) and 32cp in the Applications major (16cp at the 300 level) in order to graduate. The remaining 32cp may be taken as electives from Social Science major subjects and/or Applications major subjects and/or subjects from the Faculty or elsewhere. Electives are taken under the regulations for the degree (for grading and assessment) in which they are listed.

DEGREE STRUCTURE



100 Level – Stages 1 and 2

100 level consists of 8 compulsory subjects of 6cp. These are:

52101 History of Ideas
52102 Politics and Political Institutions
52103 Culture, History and Society
52105 Social and Political Theory
52110 Computers and Information
52111 Contemporary Australia
52112 Research Methods 1
52113 Organising

These subjects may be offered in a different order to different cohorts of students. They are designed to give all students a common grounding in those areas of study fundamental to an understanding of the social sciences. They also provide a body of theory which underpins the more specialised work done in subsequent stages.

Social Studies major

To complete the Social Studies major, students must complete 32cp from the subjects in the following list. All subjects in the major are worth 8cp, except for the 300 level Social Studies Project which is worth 12cp. The subjects require progressively more advanced knowledge from students, and are designed to develop student knowledge and skill at depth.

Students must complete at least 16cp at 200 level, before taking 300 level subjects. In addition, some 200 and 300 level subjects have prerequisites. Students must check subject requirements before enrolling.

The subjects in the major are:

200 Level – Stages 3 and 4

Prerequisite for all subjects: 52105 Social and Political Theory
52220 Aboriginal Social and Political History
52221 Gender at Work[1]
52222 International Politics
52225 Australian History
52226 Australian Politics
52228 Power and Social Regulation

[1] 52221 Gender at Work can be taken as an individual subject in the major or combined with the 8cp subjects 52306 Gender, Culture and Power and 52324 Gender in Australian History to form a coherent 24cp sequence in Women's Studies.

300 Level – Stages 5 and 6

Students must have successfully completed 16cp at 200 level, plus any specific prerequisites as indicated below:

52300 Asian and Pacific Politics
52302 Comparative Religion
52304 Australia in the World Economy
52306 Gender, Culture and Power
52307 The Making of the Third World
52310 Issues in Australian Politics
52311 Urban Culture
52316 Power, Race and Ethnicity; prerequisite 16cp at 200 level in the Aboriginal Studies major, or 54375 or 54271 either concurrent or completed
52317 State, Work and Identity; prerequisite 52228
52320 Social Movements
52321 Colonialism and Post-colonialism; prerequisite 52325 or 54230
52322 Film, TV and Popular History; prerequisite 52225
52323 History and Photography; prerequisite 52225
52324 Gender in Australian History; prerequisite 52225
52326 Oral History and Memory; prerequisite 52225
52327 Public and Social Policy
52328 The Politics of Aboriginal History; prerequisite 54113 or 52225
52329 Social Studies Project

Applications major

Students are required to complete 52232 Research Methods 2, plus 24cp from the Applications subjects list below to complete their Applications major.

Students must complete 16cp at the 200 level before entering 300 level subjects. In addition some subjects have prerequisites. Students must check subject requirements before enrolling.

Students are required to complete their Applications major from the following list:

200 Level – Stages 3 and 4

Prerequisites for all subjects: 52113 Organising and 52112 Research Methods 1

52231 Industrial Relations
52232 Research Methods 2
52236 Specialist Writing and Production
52237 Desktop Publishing and the Social Sciences
52238 Community Development and Social Planning

300 Level – Stages 5 and 6

Prerequisites for all subjects are the completion of 16cp at 200 level, including 52232 Research Methods 2

52332 Parliamentary Placement; prerequisite or corequisite 52310
52335 Social, Political and Historical Research
52337 Computer Applications in Social Science Research
52338 Media Strategies
52339 Organising EEO

Application elective subjects

52330 Professional Placement A (4cp)
52331 Professional Placement B (4cp); prerequisite or corequisite 52232

Sub-majors

The following sub-majors can be undertaken by BA in Social Science students as part of their elective credit points:

Cultural Studies (22–30cp)

Compulsory
54112 Cultural Studies (6cp)
54276 Theories of Subjectivity (8cp)

and up to two of

54372 Generic Fiction (8cp)
54375 Reading Difference (8cp)
54377 Technology and Culture (8cp)
53000 Open Unit A (when appropriate) (8cp)

Journalism (22–30cp)

Compulsory
54117 Journalism 1 (6cp)
54240 Journalism 2 (8cp)

and at least one of

54241 Print Features (8cp)
54242 Print Production and Subediting (8cp)

TV Journalism (26cp)

Compulsory
54117 Journalism 1 (6cp)
54153 Video Basic (4cp)
54240 Journalism 2 (8cp)
54244 TV Journalism 1 (8cp)

Radio Journalism (26cp)

Compulsory
54117 Journalism 1 (6cp)
54152 Radio Basic (4cp)
54240 Journalism 2 (8cp)
54243 Radio Journalism (8cp)

Radio (22–30cp)

Compulsory
54116 Audiovisual Media Production (6cp)
54294 Sound Design (8cp)

plus at least one of

54390 Advanced Sound Design – Radio (8cp)
54376 Sound Seminar (8cp)

Advertising (22cp)

Compulsory
54116 Audiovisual Media Production (6cp)
54290 Advertising: Production and Criticism (8cp)
54392 Advertising Communication Strategies (8cp)

Public Relations (22cp)

Compulsory
54116 Audiovisual Media Production (6cp)
54293 Public Relations: Process and Practice (8cp)
54395 Public Relations: Research and Communication (8cp)

Multimedia (22cp)

Compulsory
54116 Audiovisual Media Production (6cp)
54292 Hypermedia (8cp)

54393 Interactive Multimedia (8cp)

Communication and Cultural Industries (22–30cp)

Compulsory

54110 Media, Culture, Society (6cp)

plus at least one of

54200 Australian Communication Policy (8cp)
54201 Communication, Culture and the Law (8cp)
54202 Cultural Technologies, Cultural Policy (8cp)
54203 News and Current Affairs (8cp)
54231 Aboriginal People and the Media (8cp)

plus at least one of

54300 Communication History (8cp)
54301 International Communication (8cp)
54302 Media, Culture and Identity (8cp)
54303 Professional Practice and Culture (8cp)

Information Studies (24–30cp)

Compulsory

55860 Information Science 1: Foundations of Information Science (6cp)

plus at least three of

55041 Information Science 2: Information User Behaviour (6cp)
55042 Information Science 3: Organisation of Information (6cp)
55043 Information Science 4: Information Retrieval (6cp)
55044 Information Science 5: Information Service and Production Design (6cp)

Writing – Prose Fiction (22cp)

Compulsory

54114 Writing 1 (6cp)
54252 Narrative Writing (8cp)
54354 Writing Workshop (8cp)

Writing for Performance (22cp)

Compulsory

54114 Writing 1 (6cp)
54253 Writing for Performance (8cp)
54351 Screenwriting (8cp)

Performance (22cp)

Compulsory

54114 Writing 1 (6cp)
54251 Performance Workshop (8cp)
54353 Text and Performance (8cp)

Aboriginal Studies (24–32cp)

Compulsory

T5110 Aboriginal Cultures and Philosophies (8cp)
54230 Aboriginal Social and Political History (8cp)

plus at least one of

54231 Aboriginal People and the Media (8cp)
54330 The Politics of Aboriginal History (8cp)
54331 Aboriginal Forms of Discourse (8cp)

Business (25–30cp)

Compulsory

21125 Australian Business Environment (5cp)
21130 Organisational Behaviour (5cp)
22105 Accounting A (5cp)
24105 Principles of Marketing (5cp)
25110 Micro Economics (5cp)

and optional

79101 Law for Business (5cp)

Bachelor of Applied Science (Honours) in Information Studies (HL11)

The Bachelor of Applied Science (Honours) in Information Studies is designed to provide opportunities for students wishing to carry out research in information science and information practice. Students will extend their skills in the critical analysis of the body of knowledge of information science through the application of systematic enquiry to the theory and practice of information. The program requires one year of full-time study.

AIM OF THE COURSE

The aim is to foster the development of students as contributors to the practice of information and as researchers in information science by extending their knowledge of the theoretical foundations of information science; and by developing their conceptual and other skills necessary for empirical research in the theory and practice of information.

At the end of the course, students can be expected to have acquired an in-depth, conceptual understanding of the knowledge base of information science; a high level of ability to conceptualise information science theory and information practice as a whole; an advanced level of knowledge and skills in empirical research; and an ability and commitment to contribute to the body of knowledge in information science through research.

ADMISSION REQUIREMENTS AND ASSUMED KNOWLEDGE

To be admitted to the course applicants will be required to demonstrate that they have successfully completed requirements for a three-year undergraduate degree with a major sequence in information science; achieved a grade average of credit or better in an information science major in Years 2 and 3 full-time or equivalent; and achieved pass grades in basic statistics and research methods subjects.

COURSE STRUCTURE

Semester 1

55770 Information Science Seminar (8cp)
55775 Statistics (8cp)
55780 Research Methods (8cp)

Semester 2

55785 Information Science Thesis (24cp)

There are no corequisite subjects. The following subjects are prerequisite subjects for 55785 Information Science Thesis:

55770 Information Science Seminar
55775 Statistics
55780 Research Methods

Bachelor of Arts (Honours) in Communication (HH04)

The BA (Honours) in Communication offers BA in Communication graduates the opportunity to pursue advanced work in the humanities and social sciences, and prepares Pass degree graduates for postgraduate research. The course is 48cp made up of 24cp for the thesis, and 24cp for coursework. Emphasis is placed on interdisciplinary approaches and the integration of scholarship with contemporary media. Students undertake a program of advanced coursework and produce a thesis, which may be either a traditional academic monograph or in a format which utilises the media production skills taught in the Faculty.

APPLICATIONS

The BA (Honours) in Communication is a separate degree from the BA in Communication. It is open to Communication graduates from UTS and other accredited universities.

Prospective Honours students should complete the Undergraduate Application for Admission (Non-UAC) form and a Supplementary Information Sheet available from the University Information Office, Level 4, Tower Building. The application form should be accompanied by a two- to three-page thesis proposal and the signed statement of willingness to supervise by a permanent staff member of the Faculty, or in the case of co-supervision, two permanent staff members.

Prospective students should establish whether the proposed supervisor(s) will be present during the period of supervision and not on leave.

The thesis proposal should include a statement of theoretical intentions; a synopsis or treatment; a preliminary bibliography of sources and materials; and a presentation of one piece of work previously completed.

Notification of the outcome of applications will be made in late January. The University Admissions Office will inform successful applicants of the date of enrolment, fees and the day of commencement of classes.

SELECTION

Selection will be made on the basis of academic record and the appropriateness of the proposed thesis topic to the interests and capacities of members of the Faculty. Evidence of media skills may also be taken into consideration. The Selection Committee must be assured that the Faculty is in a position to provide adequate thesis supervision. Candidates may be interviewed if the Committee feels this is necessary.

DEGREE STRUCTURE AND REGULATIONS

The degree is taken over two semesters for full-time students and four semesters for part-time students. The academic year is normally two semesters – Autumn and Spring.

ASSESSMENT

Grading of Honours students is made on the assessment of all the work undertaken in the Honours program. Individual assignments produced for course subjects are graded by the course coordinating lecturer. Theses are marked by two readers, at least one of whom is from outside the Faculty. The thesis counts for 60 per cent of assessment and coursework 40 per cent. The subject 50453 Thesis Workshop is not graded but must be completed satisfactorily. The overall grading will be made by a panel of the course coordinators, thesis supervisors and members of the Graduate and Undergraduate Studies Committees.

THE HONOURS THESIS

The Honours Thesis Project is the major piece of work undertaken for the BA (Honours) in Communication. Students are expected to demonstrate the ability to sustain an advanced standard of research, analysis and expression. Students produce their theses with the

guidance of a supervisor, who must be a full-time academic staff member of the Faculty.

There are two forms of thesis. One is a standard written academic monograph of approximately 15,000 to 20,000 words. The second includes screen and sound media, thematically linked essays, performance pieces, journalism projects, scripts and fiction. Non-traditional formats will need to be accompanied by appropriate academic documentation.

Students enrol in either 50451/50452 (Studies – full-time/part-time) or 50464/50465 (Production – full-time/part-time) on the advice of the Course Adviser of the Honours program and their primary supervisor.

Students are required to give a seminar on their thesis topic for the subject 50453 Thesis Workshop.

SUPERVISION

Each student is supervised by a full-time academic staff member whose area of interest and expertise is close to that of the student's proposed thesis topic. This staff member will be available for regular consultation throughout the student's candidature. Regular liaison should occur between student and supervisor (e.g. a two-hour session every month). Where difficulties arise between student and supervisor, either should in the first instance consult the Course Adviser.

COURSEWORK

Students must successfully complete three coursework subjects: 50453 Thesis Workshop, and at least two of the graduate qualifying subjects[1]:

50454 Methodologies in Cultural Studies
50455 Philosophy of the Social Sciences
50456 Textual Studies Honours Seminar
50457 Theories of the Visual
50459 Sexuality, Social Order, Cultural Control
50800 History and Theory
52519 History of Social and Political Thought
52454 Citizenship, Civil Society and the State
52455 Philosophies of the Social Sciences

[1] Subjects may not be available every year.

STRUCTURE FULL-TIME

Semester 1

Two coursework subjects (8cp), chosen from the above list and:

50453 Thesis Workshop (8cp)

Semester 2

50451 Thesis Project (Studies) (24cp)

or

50464 Thesis Project (Applications) (24cp)

STRUCTURE PART-TIME

Semester 1

One coursework subject (8cp), chosen from the above list and:

50453 Thesis Workshop (8cp)

Semester 2

50452 Thesis Project (Studies) (24cp) (part-time)

or

50465 Thesis Project (Production) (24cp) (part-time)

Semester 3

One coursework subject (8cp), chosen from the above list and;

50452 Thesis Project (Studies) (cont.)

or

50465 Thesis Project (Production) (cont.)

Semester 4

50452 Thesis Project (Studies) (cont.)

or

50465 Thesis Project (Production) (cont.)

Bachelor of Arts (Honours) in Social Science (HH05)

The Bachelor of Arts (Honours) in Social Science (BA (Hons) in Social Science) offers graduates in the social sciences the opportunity to pursue advanced work in the humanities and social sciences, and prepares Pass degree graduates for postgraduate research. The course consists of 48cp, made up of 24cp for a written thesis, 16cp for two coursework subjects, plus 8cp for the Thesis Workshop.

DEGREE STRUCTURE AND REGULATIONS

The degree is taken over two semesters for full-time students and four semesters for part-time students. The academic year is normally two semesters – Autumn and Spring.

ELECTIVES

Undergraduate units offered by the Faculty, in either the BA in Social Science or the BA in Communication, or elsewhere, are not to be taken as Honours subjects or as alternatives to the subjects below.

The BA (Hons) in Social Science Committee may give approval, in exceptional cases, for enrolment in an Honours unit or equivalent at another university to count as an alternative to enrolment in one only of the two required units.

ASSESSMENT

The BA (Hons) in Social Science program is graded overall, and all units undertaken within the program except Thesis Workshop will be graded for BA (Hons) in Social Science students.

Each 8cp subject will receive a graded value of 20 per cent of the total result.

The 8cp subject Thesis Workshop is ungraded and has no percentage value in terms of the total Honours result. As it serves to workshop and develop the student's thesis, its value is integrated within the percentage value of the thesis.

The thesis will receive a graded value of 60 per cent of the total, this being a total of the grade out of 30 per cent awarded by each of the two thesis examiners (see below).

THESIS

A research-based thesis (minimum of 12,000 and maximum of 15,000 words) will be completed in the second semester of the Honours year (full-time) or over three semesters (part-time). Topics and supervisors are to be approved by the BA (Hons) in Social Science Committee.

The thesis will be examined in the light of:

(i) an appropriate level of scholarship, use of sources, and analytic depth in and understanding of the subject matter; and

(ii) originality in one or more of the following: approach, methodology, conclusion.

ENTRY INTO HONOURS

Eligibility will be determined by:

1. A minimum 70 per cent average result in all the graded subjects taken in the final two full-time semesters or equivalent by the prospective Honours student. The BA (Hons) in Social Science Committee will consider exceptional cases for entry into Honours where this requirement is not met. In addition the Committee will ensure that selection processes facilitate the entry of students from special target groups, consistent with the Faculty's policy on undergraduate admissions.
2. Eligibility to graduate (i.e. satisfactory completion of all required work), in either the BA in Social Science, or in a first degree completed outside UTS. In the latter case, the BA (Hons) in Social Science Committee will determine whether the completed degree is appropriate for entry into the BA (Hons) in Social Science program.
3. Time since graduation from first degree – unless there are special circumstances, students will only be eligible to begin the Honours

program within three years of becoming eligible to graduate from their first degree.

4. Submission of a satisfactory thesis proposal. Thesis proposals from prospective students will be evaluated according to the above criteria, as well as in terms of the student's eligibility and the availability of supervision.

The proposal will be considered by the BA (Hons) in Social Science Committee, after discussion has taken place between the prospective Honours student and a prospective supervisor. The supervisor must be available for supervision of the thesis in the second semester of the relevant Honours year (full-time) or the full final year (part-time).

EXAMINATION

The thesis will be read by two examiners (not including the thesis supervisor), one (only) of whom will normally be an external examiner.

In addition the thesis should be read by a Moderator (either internal or external) nominated annually by the BA (Hons) in Social Science Committee as a member of the Committee.

The Moderator will not assess the thesis, but may be asked to report on individual theses where disagreement arises between the examiners about the final grade of the thesis.

The role of the Moderator will be to look at all the Honours theses submitted in one year and to advise the BA (Hons) in Social Science Committee on questions of standards, the selection of examiners and other appropriate matters. This position will be reviewed annually.

REQUIREMENTS FOR COMPLETION

(i) Satisfactory completion of two coursework subjects;
(ii) satisfactory completion of a research-based thesis of between 12,000 (minimum) and 15,000 (maximum) words; and
(iii) satisfactory completion of 52453 Thesis Workshop.

STRUCTURE FULL-TIME

Semester 1

52453 Thesis Workshop (8cp)

and two coursework subjects (8cp) each chosen from[1]:

50454 Methodologies in Cultural Studies
50455 Philosophy of the Social Sciences
50456 Textual Studies Honours Seminar
50457 Theories of the Visual
50459 Sexuality, Social Order, Cultural Control
50800 History and Theory
52519 History of Social and Political Thought
52454 Citizenship, Civil Society and the State
52455 Philosophies of the Social Sciences

[1] Subjects may not be available every year.

Semester 2

52451 Honours Thesis Project (Studies) (24cp)

or

52464 Honours Thesis Project (Applications) (24cp)

STRUCTURE PART-TIME

Semester 1

One coursework subject (8cp), chosen from the above list and:

52453 Thesis Workshop (8cp)

Semester 2

52452 Honours Thesis Project (Studies) (24cp)

or

52465 Honours Thesis Project (Applications) (24cp)

Semester 3

One coursework subject (8cp), chosen from the above list

Semester 4

52452 Honours Thesis Project (Studies) (cont.)

or

52465 Honours Thesis Project (Applications)

JOINT DEGREES

Bachelor of Arts/Bachelor of Laws (LL05)

The BA LLB is offered jointly with the Faculty of Law and Legal Practice. The course is of five years' duration (full-time) and satisfies the academic requirements of the Supreme Court of New South Wales for admission purposes. For admission as a barrister, two additional optional skills subjects must be completed. For admission as a solicitor, successful completion of the Practical Legal Training Program at the College of Law is also required, unless an exemption has been granted.

Students are enrolled in the Faculty of Law and Legal Practice and are required to complete 240cp: 96cp in arts and 144cp in law. They are awarded one degree and therefore receive one testamur on graduation. Students who elect not to complete the joint degree may, under specified circumstances, complete an LLB or a BA or a BA(Hons) as a stand-alone degree.

ADMISSION REQUIREMENTS

The program is offered to HSC applicants who attain the HSC TER mark required for entry and Category B students who are selected on the basis of criteria approved by the Faculty Board in Law and Legal Practice and the Faculty Board in Humanities and Social Sciences. Students will also be accepted via the inpUTS scheme using inpUTS selection criteria.

ATTENDANCE PATTERN

The course is of five years' duration undertaken on a full-time basis.

COURSE STRUCTURE

The course consists of ten stages, each of one semester's duration.

The sequence for the law subjects is based on a core curriculum, which students are required to study in the sequence indicated below. The arts component provides choices for students at all stages and will be studied in the sequences established by those student choices. Students will be required to build their own program of arts studies within the following parameters:

1. Students must take at least 22cp in foundation studies; 48cp in a major study and 26cp in other studies (with up to 12cp available from Faculties other than Social Sciences and Law and Legal Practice if desired).
2. Approximately 24cp must be attempted each semester.
3. Students should commence the major at the earliest possible time in the course, that is, Stage 2 or 3, after completion of foundation studies subjects which are prerequisites for the various majors.
4. Foundation studies should be taken at the start of the course, and completed by the end of Stage 3 or no later than the end of Stage 4.

Stage 1

70113	Legal Process and History (10cp)
70100	Skills: Legal Research and Writing (2cp)
70400	Skills: Computerised Legal Research (2cp)
xxxxx	Foundation Studies A, B, or C (10–12cp)
xxxxx	Foundation Studies A, B, or C (10–12cp)

Stage 2

70211	Law of Contract (8cp)
70212	Criminal Law (7cp)
70200	Skills: Case Analysis and Statutory Interpretation (2cp)
xxxxx	Foundation Studies A, B or C (10–12cp)
xxxxx	Foundation Studies A, B or C (10–12cp)

Stage 3

70311	Law of Tort (8cp)
70611	Federal Constitutional Law (7cp)
xxxxx	Foundation Studies A, B or C (4–6cp)
xxxxx	Major

Stage 4

70411 Commercial Transactions (7cp)
70312 Real Property (7cp)
70300 Skills: Conveyancing (3cp)
xxxxx Major
xxxxx Major/Other Studies

Stage 5

70612 Administrative Law (7cp)
70514 Family Law (5cp)
70513 Succession(4cp)
xxxxx Major
xxxxx Major/Other Studies

Stage 6

70412 Corporate Law (7cp)
70511 Equity and Trusts (7cp)
70500 Skills: Drafting (2cp)
xxxxx Major/Other Studies
xxxxx Major/Other Studies

Stage 7

71114 Remedies and Restitution (7cp)
71115 Insolvency (3cp)
70600 Skills: Pleadings (2cp)
70705 Skills: Litigation (4cp)
xxxxx Major/Other Studies
xxxxx Major/Other Studies

Stage 8

71112 Conflict of Laws (7cp)
71212 Revenue Law (7cp)
70900 Skills: Moot (3cp)
xxxxx Major/Other Studies
xxxxx Major/Other Studies

Stage 9

71211 Law of Evidence (7cp)
71201 Skills: Alternative Dispute Resolution (2cp)
xxxxx Law Elective (7cp)
xxxxx Major/Other Studies
xxxxx Major/Other Studies

Stage 10

xxxxx Major/Other Studies

FOUNDATION STUDIES

Students will take at least 22cp with at least 5cp from each of the three groups of subjects below by the end of the third semester. The aim of the foundation studies is to introduce a range of ideas and intellectual approaches from the broadly defined arts/social sciences as a basis for: (i) exploration of issues of social concern and public interest; (ii) development of intellectual skills; and (iii) choice of areas to study in depth.

Group A

52101 History of Ideas (6cp)
52102 Politics and Political Institutions (6cp)
52103 Culture, History and Society (6cp)
52111 Contemporary Australia (6cp)

Group B

55860 Information Science 1 (6cp)
56955 Communication 1 (6cp)
55864 Psychology (6cp)

Group C

54100 Word and Text (5cp)
54101 Sound and Image (5cp)
54102 Making Australia (5cp)
54103 Communication Environments (5cp)

MAJOR STUDY

A major in the BA LLB is a sequence of subjects to a total of at least 48cp, which falls within a distinct and well defined field of study. Several of the majors are interdisciplinary.

A major requires students to complete a minimum of 6cp and a maximum of 12cp at Level 1; a minimum of 12cp at Level 2; and a minimum of 12cp at Level 3.

Entry to Level 2 subjects requires completion of prerequisites at Level 1; entry to Level 3 subjects requires completion of Level 2 subjects and so on.

The majors offered in the BA are:

- Aboriginal Studies
- Social Political and Historical Studies
- Multicultural Studies
- Communication and Cultural Industries
- Information
- Communication
- Cultural Studies

Aboriginal Studies

Aims to provide an understanding of Aboriginal cultures and philosophies over a period of tens of thousands of years, in both the Australian and world context; to provide knowledge of Aboriginal social and political history in Australia since European settlement in 1788; to provide knowledge, skills and interests from an Aboriginal viewpoint of the media, forms of discourse and the politics of Aboriginal history.

Prerequisites are 52101 History of Ideas (6cp) or 54102 Making Australia (5cp).

Level 1

T5110 Aboriginal Cultures and Philosophies (8cp)

Level 2

54230 Aboriginal Social and Political History (8cp)
54231 Aboriginal People and the Media (8cp)

Level 3

54316 Power, Race and Ethnicity (8cp)
54330 Politics of Aboriginal History (8cp)
54331 Aboriginal Forms of Discourse (8cp)

Social, Political and Historical Studies

Aims to provide an opportunity for students to develop an understanding of, and expertise in, a range of disciplinary and interdisciplinary theoretical perspectives on social and political life; to develop students' knowledge and understanding of contemporary historical, social and political structures; to develop the ability to question and challenge taken-for-granted assumptions about contemporary and past events, practices and institutions; to equip students with analytical frameworks which enable them to evaluate critically social and political events and processes; and to provide opportunities for all graduates to develop the capacity to respond critically and creatively to their social, intellectual and professional environments.

Prerequisites are 52101 History of Ideas (6cp) or 52102 Politics and Political Institutions (6cp) or 54102 Making Australia (5cp).

Level 1

54111 Social and Political Theory (6cp)

Level 2

54210 International Politics (8cp)
54211 Australian Politics (8cp)
54212 Power and Social Regulation (8cp)
54213 Australian History (8cp)

Level 3

54300 Communication History (8cp)
54310 Issues in Australian Politics (8cp)
54311 Asian and Pacific Politics (8cp)
54312 The Making of the Third World (8cp)
54313 Gender, Culture and Power (8cp)
54314 Australia in the World Economy (8cp)
54315 Comparative Religions (8cp)
54316 Power, Race and Ethnicity (8cp)
54317 State, Work and Identity (8cp)
54318 Urban Culture (8cp)
54319 Public and Social Policy (8cp)
54320 Social Movements (8cp)
54321 Colonialism and Post-colonialism (8cp)
54322 Film, TV and Popular History (8cp)
54323 History and Photography (8cp)
54324 Oral History and Memory (8cp)
54325 Gender in Australian History (8cp)
54326 Social, Political and Historical Project (12cp)

Multicultural Studies

Aims to provide an opportunity for students to acquire the body of knowledge and critical and analytical skills relevant to developing an understanding of multiculturalism in Australia, and more generally in a global context; to draw on approaches based in textual and cultural studies and/or in social, political and historical studies, and focus on a range of related questions and issues such as culture, cultural difference and diversity, migration, class relationships and ethnic politics, the

politics of multiculturalism, the media and cultural diversity, orientalism and racism, and nationalism and national and cultural identity; to become familiar with the extent and diversity of scholarly work relevant to multiculturalism and cultural diversity in general; and to develop a capacity for critical analysis and original research in the area.

Prerequisites are 52101 History of Ideas (6cp) or 52102 Politics and Political Institutions (6cp) or 54102 Making Australia (5cp) or 52103 Culture, History and Society (6cp) or 52111 Contemporary Australia (6cp).

Level 1

one of

54111 Social and Political Theory (6cp)
54110 Media, Culture, Society (6cp)

Level 2

54213 Australian History (8cp)
54211 Australian Politics (8cp)
54275 Theories of Culture (8cp)

Level 3

54375 Reading Difference (8cp)
54302 Media, Culture and Identity (8cp)
54315 Comparative Religion (8cp)
54316 Power, Race and Ethnicity (8cp)
54321 Colonialism and Post-colonialism (8cp)
54326 Social, Political and Historical Project (12cp)

Communication and Cultural Industries

Aims to provide an opportunity to explore the community and government debates on control and use of new technologies in communication and technology-based industries; and to make students aware of the historical, political, economic, legal, social and cultural dimensions of the communication and technology-based industries and the professions associated with them. To explore the contradictions posed for society by the innovation and management of technological change, and examine particular dimensions of the communication and technology debate by focusing on areas such as technology and health, and technology and the environment. To develop analytical skills and capacity for a critical approach to the literature and rhetoric of the debates.

Prerequisites are 52101 History of Ideas (6cp) or 52102 Politics and Political Institutions (6cp) or 54102 Making Australia (5cp) or 54103 Communication Environments (5cp).

Level 1

54110 Media, Culture, Society (6cp)

Level 2

54200 Australian Communication Policy (8cp)
54201 Communication, Culture and the Law (8cp)
54202 Cultural Technologies, Cultural Policy (8cp)
54203 News and Current Affairs (8cp)

Level 3

54300 Communication History (8cp)
54301 International Communication (8cp)
54302 Media, Culture and Identity (8cp)
54303 Professional Practice and Culture (8cp)
54304 Communications and Culture Research Project (12cp)

Information

Aims to extend students' knowledge of information behaviour, subject and information analysis, information and document retrieval and information design and presentation; to develop students' understanding of competing paradigms in information science and the key concepts, models, laws and theories which underpin those paradigms. To provide an opportunity for students to develop an appreciation and understanding of the multidisciplinary nature of information science. To engage students in a critical analysis of the literature of information science and of issues explored therein; and to provide opportunities for students to refine their skills in analysis, synthesis and evaluation and to apply them to their scholarship in information science.

Prerequisites are 55860 Information Science 1: Foundations of Information Science (6cp) and 55864 Psychology (6cp)

Level 1

55861 Producing and Analysing Data 1 (4cp)
55862 Producing and Analysing Data 2 (6cp)
54110 Media, Culture, Society (6cp)

Level 2

55041 Information Science 2: Information User Behaviour (6cp)
55042 Information Science 3: Organisation of Information (6cp)

Level 3

55043 Information Science 4: Information Retrieval (6cp)
55044 Information Science 5: Information Service and Product Design (6cp)
55045 Information Science 6: Theories and Issues in Information Science (8cp)

Communication

Aims to extend students' knowledge of interpersonal, small group, public and organisational communication; to develop students' understanding of schools of thought in the field of communication, their origins and development. To provide an opportunity for students to develop an awareness and appreciation of the multidisciplinary nature of communication; to engage students in a critical analysis of the literature in the field of communication and of issues explored therein; and to provide students with opportunities to refine their intellectual and personal skills and to apply them in their scholarship in communication.

Prerequisite is 56955 Communication 1 (6cp).

Level 1

55861 Producing and Analysing Data 1 (4cp)
55862 Producing and Analysing Data 2 (6cp)
54110 Media, Culture, Society (6cp)

Level 2

56002 Communication 2: Group Communication (6cp)
56003 Communication 3: Organisational Communication (6cp)

Level 3

56004 Communication 4: Public Communication (6cp)
56005 Communication 5: Society, Culture and Communication (6cp)
56006 Communication 6: Contemporary Issues in Communication (8cp)

Cultural Studies

Aims to explore the range of subjects within the emerging field of cultural studies; to examine the perspective on 'culture' in both its aesthetic and anthropological meanings using approaches drawn from literary, language and film studies, semiotics, philosophy, sociology and history. To introduce the major sources for and debates within the field of cultural studies; to build a foundation for more detailed and specialist work in some of the major strands within cultural studies including feminist and post-colonial theory, popular culture and theories of representation. To develop a capacity for critical analysis and research within the fields of cultural studies.

Prerequisites are 54100 Word and Text (6cp) or 54101 Sound and Image (6cp).

Level 1

54112 Cultural Studies (6cp)

Level 2

54270 Cinema and Modernity (8p)
54271 Cinema Study (8cp)
54272 Sound, Music, Noise (8cp)
54273 Genre Studies (8cp)
54274 Sound Studies (8cp)
54275 Theories of Culture (8cp)
54276 Theories of Subjectivity (8cp)

Level 3

54370 Desire and the Social (8cp)
54371 Formations of Music (8cp)
54372 Generic Fiction (8cp)
54373 Memory and the Cultural Imaginary (8cp)
54374 Performance and the Moving Image (8cp)
54375 Reading Difference (8cp)
54376 Sound Seminar (8cp)
54377 Technology and Culture (8cp)
54378 Textual Studies Seminar (8cp)
54379 World Culture (8cp)
54380 Cultural Studies Project (12cp)

OTHER STUDIES

This part of the arts component is open to student choice as follows: a total of up to 26cp must be taken – up to 12cp may be studied in faculties other than the Faculties of Law and Legal Practice and Social Sciences.

In this part of the course students may wish to develop one of the following: an application area such as journalism, information management, writing, public relations, advertising; a specialisation from offerings across UTS (subject to prerequisites etc.); focus on general personal and communication skills which maybe useful in practice such as interpersonal skills, skills in computers and information technology, and skills in oral and written presentation. Examples of subjects are:

55023 Communication and Information Skills (4cp)
55025 Computer Information Technology 1: Information Technology (4cp)
52237 DTP and the Social Sciences (8cp)
51369 Technical and Professional Communication (6cp)

Bachelor of Education in Teacher Librarianship (TE14)

The Bachelor of Education in Teacher Librarianship is offered jointly with the Faculty of Education.

The contemporary teacher-librarian plays a leadership role within the school in many areas including curriculum development, cooperative planning and teaching, the development of information skills and the managing, evaluating and promoting of educational resources within schools.

This four-year full-time course has the following components: teaching studies, foundation studies, elective studies (please refer to the Faculty of Education Handbook for subject descriptions in these areas) and information studies, which provide the theoretical and practical knowledge relating to the teacher-librarian and the educational environment within schools.

COURSE STRUCTURE

Semester 1

EPR101 Practicum 1: Introduction to Issues and Dilemmas in Primary Schooling (5cp)
EGE201 Primary Curriculum Orientation 1 (3cp)
EGE202 Primary Curriculum Orientation 2 (3cp)
EED501 Developmental Psychology (3cp)
EED301 Educating for the Future: A Commencement Program (2cp)
ECO301 Introduction to Computers in the Classroom (3cp)
55431 Information Science 1 (4cp)
55436 Issues in Teacher Librarianship 1 (3cp)[1]

Semester 2

EPR102 Practicum 2: Promoting Learning and Learner Cooperation Behaviour (5cp)
EEN201 English Education 1 (3cp)
EMA201 Mathematics Education 1 (3cp)

ESC201 Science and Technology Education 1 (3cp)
55432 Information Science 2 (4cp)
55436 Issues in Teacher Librarianship 1 (cont.)
Elective study major – Subject 1 (4cp)

Semester 3

EPR103 Practicum 3: Promoting Learner Interaction (5cp)
EEN202 English Education 2 (3cp)
EMA202 Mathematics Education 2 (3cp)
ESC202 Science and Technology Education 2 (3cp)
ESS301 Australian Studies 1 (3cp)
55433 Information Science 3 (4cp)
55437 Issues in Teacher Librarianship 2 (3cp)[1]
Elective study major – Subject 2 (4cp)

Semester 4

EPR104 Practicum 4: Providing for Individual Differences in Learners (5cp)
ESS201 Social Studies Education 1 (3cp)
EED302 Social Bases of Education (3cp)
ESS302 Australian Studies 2 (3cp)
55434 Information Science 4 (4cp)
55437 Issues in Teacher Librarianship 2 (cont.)
Elective study major – Subject 3 (4cp)

Semester 5

EPR105 Practicum 5: Designing and Implementing Educational Programs for Learners (4cp)
EPE203 Physical Education Teaching and Learning 1 (3cp)
ESC203 Science and Technology Education 3 (3cp)
EMU201 Music Education 1 (3cp)
EPE201 Introduction to Personal Development Health and Physical Education (K–12) (3cp)
55435 Information Science 5 (4cp)
55438 Issues in Teacher Librarianship 3 (3cp)[1]
Elective study major – Subject 4 (4cp)

Semester 6

EPR106 Practicum 6: Managing Learning Difficulties (5cp)
EAR201 Art and Craft Education 1 (3cp)
EED503 Philosophical Bases of Education (3cp)
EMA203 Mathematics Education 3 (3cp)
EEN203 English Education 3 (3cp)
55438 Issues in Teacher Librarianship 3 (cont.)
Elective study major – Subject 5 (4cp)

Semester 7

55108 Practicum 7: Managing the School Library and Information Provision Project (5cp)[1]
ESS202 Social Studies in Education 2 (3cp)
EMA204 Mathematics Education 4 (3cp)
EPE204 Physical Education Teaching and Learning 2 (3cp)
EAR202 Art and Craft Education 2 (3cp)
55439 Issues in Teacher Librarianship 4 (3cp)[1]
Elective Study major – Subject 6 (4cp)
General elective (3cp)

Semester 8

EEN204 English Education 4 (3cp)
ESC204 Science and Technology Education 4 (3cp)
EMU202 Music Education 2 (3cp)
EPE202 Personal Development and Health (K–6) (3cp)
55108 Practicum 7 (cont.)
55439 Issues in Teacher Librarianship 4 (cont.)
General Elective (4cp)

[1] Year-long course.

SUBJECTS OFFERED TO STUDENTS IN OTHER FACULTIES

A number of subjects are taught to students in other faculties. Some of these are prescribed for certain faculties as indicated below. Some are offered as general electives to any student who meets prerequisite requirements.

FACULTY OF BUSINESS

59320 English for Business (for students of non-English-speaking background) (6cp)

Bachelor of Business

Information Studies sub-major in Bachelor of Business (at least 25cp)[1]:

21215 Management and Communication Skills (Foundation Core) (5cp)
22115 Business Information Systems (Foundation Core) (5cp)
55041 Information Science 2: Information User Behaviour (6cp)
55043 Information Science 4: Information Retrieval (6cp)

and one of

55060 Business Information (6cp)

or

55095 Information and Records Management (6cp)

Information Studies concentration in Management major (at least 20cp):

55041 Information Science 2: Information User Behaviour (6cp)
55043 Information Science 4: Information Retrieval (6cp)
55060 Business Information (6cp)
55095 Information and Records Management (6cp)

Communication sub-major (at least 25cp)[1]:

21130 Organisational Behaviour (Foundation Core) (5cp)
21215 Management and Communication Skills (Foundation Core) (5cp)
56002 Communication 2: Group Communication (6cp)
56003 Communication 3: Organisational Communication (6cp)

and one of

56004 Communication 4: Public Communication (6cp)
56007 Public Relations Principles (6cp)
56008 Public Relations Practice (6cp)
56009 Advertising and Media Management (6cp)
56010 Video Production (6cp)

Communication concentration in Management major (at least 20cp)[1]:

56002 Communication 2: Group Communication (6cp)
56003 Communication 3: Organisational Communication (6cp)

and two of

56004 Communication 4: Public Communication (6cp)
56007 Public Relations Principles (6cp)
56008 Public Relations Practice (6cp)
56009 Advertising and Media Management (6cp)
56010 Video Production (6cp)

Electives

56002 Communication 2: Group Communication (6cp)
56003 Communication 3: Organisational Communication (6cp)
56004 Communication 4: Public Communication (6cp)
56007 Public Relations Principles (6cp)
56008 Public Relations Practice (6cp)
56009 Advertising and Media Management (6cp)
56010 Video Production (6cp)

[1]Availability of subjects depends on student demand.

Communication, History, Politics and Society

Objectives of the sub-major are to introduce students to major issues in Australia and world society and politics; to enable students to relate social and political principles and insights to their major core studies and to their

professional practice; and to develop understanding and skills in the processes and practices of communication.

Students in the Business Faculty must take the compulsory introductory 5cp unit, and at least 20cp drawn from level 200 and level 300 subjects. At least 8cp must be at the 200 level and at least 8cp at the 300 level.

Introductory Level

21125 Australian Business Environment (5cp) (Faculty of Business)
51370 Human Communication (3cp)

200 Level

54201 Communication, Culture and the Law (8cp)
54210 International Politics (8cp)
54211 Australian Politics (8cp)
54212 Power and Social Regulation (8cp)
54213 Australian History (8cp)
54230 Aboriginal Social and Political History (8cp)
51369 Technical and Professional Communication (6cp)

or

50712 Communication Skills in English (6cp)

or

59326 Professional Communication (4cp)
59325 Science, Technology and Human Values (8cp)

or

59324 Issues in Science, Technology and Human Values (4cp)

300 Level

52231 Industrial Relations (8cp)
54300 Communication History (8cp)
54301 International Communication (8cp)
54302 Media, Culture and Identity (8cp)
54310 Issues in Australian Politics (8cp)
54311 Asian and Pacific Politics (8cp)
54312 The Making of the Third World (8cp)
54313 Gender, Culture and Power (8cp)
54314 Australia in the World Economy (8cp)
54315 Comparative Religions (8cp)
54316 Power, Race and Ethnicity (8cp)
54318 Urban Culture (8cp)
54319 Public and Social Policy (8cp)
54320 Social Movements (8cp)
54330 The Politics of Aboriginal History (8cp)

or

59329 Issues in Industrial Relations (4cp)
52339 Organising EEO (8cp)

or

59335 Issues in Organising EEO (4cp)

or

51014 Health, Technology and Society (3cp)

Other sub-majors available

The following sub-majors can be undertaken by Faculty of Business students as part of their elective credit points:

Cultural Studies (22–30cp)

Compulsory

54112 Cultural Studies (6cp)
54276 Theories of Subjectivity (8cp)

and up to two of

54372 Generic Fiction (8cp)
54375 Reading Difference (8cp)
54377 Technology and Culture (8cp)
53000 Open Unit A (when appropriate) (8cp)

Journalism (22–30cp)

Compulsory

54117 Journalism 1 (6cp)
54240 Journalism 2 (8cp)

and at least one of

54241 Print Features (8cp)
54242 Print Production and Subediting (8cp)

TV Journalism (26cp)

Compulsory

54117 Journalism 1 (6cp)
54153 Video Basic (4cp)
54240 Journalism 2 (8cp)
54244 TV Journalism 1 (8cp)

Radio Journalism (26cp)

Compulsory
54117 Journalism 1 (6cp)
54152 Radio Basic (4cp)
54240 Journalism 2 (8cp)
54243 Radio Journalism (8cp)

Radio (22–30cp)

Compulsory
54116 Audiovisual Media Production (6cp)
54294 Sound Design (8cp)
plus at least one of
54390 Advanced Sound Design – Radio (8cp)
54376 Sound Seminar (8cp)

Multimedia (22cp)

Compulsory
54116 Audiovisual Media Production (6cp)
54292 Hypermedia (8cp)
54393 Interactive Multimedia (8cp)

Communication and Cultural Industries (22–30cp)

Compulsory
54110 Media, Culture, Society (6cp)
plus at least one of
54200 Australian Communication Policy (8cp)
54201 Communication, Culture and the Law (8cp)
54202 Cultural Technologies, Cultural Policy (8cp)
54203 News and Current Affairs (8cp)
54231 Aboriginal People and the Media (8cp)
plus at least one of
54300 Communication History (8cp)
54301 International Communication (8cp)
54302 Media, Culture and Identity (8cp)
54303 Professional Practice and Culture (8cp)

Women's Studies (24cp)

Compulsory
54214 Gender at Work (8cp)
54313 Gender, Culture and Power (8cp)
54325 Gender in Australian History (8cp)

Writing – Prose Fiction (22cp)

Compulsory
54114 Writing 1 (6cp)
54252 Narrative Writing (8cp)
54354 Writing Workshop (8cp)

Writing for Performance (22cp)

Compulsory
54114 Writing 1 (6cp)
54253 Writing for Performance (8cp)
54351 Screenwriting (8cp)

Performance (22cp)

Compulsory
54114 Writing 1 (6cp)
54251 Performance Workshop (8cp)
54353 Text and Performance (8cp)

Aboriginal Studies (24–32cp)

Compulsory
T5110 Aboriginal Cultures and Philosophies (8cp)
54230 Aboriginal Social and Political History (8cp)
plus at least one of
54231 Aboriginal People and the Media (8cp)
54330 The Politics of Aboriginal History (8cp)
54331 Aboriginal Forms of Discourse (8cp)

Public Relations

Students in the Business Faculty must take the compulsory introductory 5cp unit, and at least 20cp drawn from level 200 and level 300 subjects. At least 6cp must be at level 200 and at least 6cp at level 300.

Objectives of the sub-major are to develop specialist introductory knowledge of public relations as a management function; to provide students with an understanding of public relations as it exists within the public sector and non-profit organisations and in corporate and consultancy contexts; to enable students to identify the policies and procedures of an individual or an organisation, to evaluate them in relation to the public interest and to plan and execute programs of action to earn public understanding and acceptance; to

appreciate the multifaceted nature of public relations within a dynamic local and international environment; to encourage informed decision making with regard to the future and potential of the public relations profession at local as well as international levels; to develop insights into the role public relations plays in individual, organisational and national development; and to challenge existing notions of public relations as little more than a publicity function.

The public relations subjects offered at UTS through the Faculty follow the guidelines and recommendations of the International Public Relations Association (IPRA) as outlined in the Gold Paper No. 7 September 1990 and are in accordance with developments in Australian public relations education and initiatives presently being taken by the National Education Committee of the Public Relations Institute of Australia (PRIA).

Introductory Level

21125 Australian Business Environment (5cp) (Faculty of Business)
51370 Human Communications (3cp)

200 Level

54293 Public Relations: Process and Practice (8cp)

300 Level

54394 Community Relations (8cp)
54395 Public Relations: Research and Communication (8cp)
54396 CSI Project (12cp)

Advertising

Students in the Business Faculty must take the compulsory introductory 5cp unit, and at least 20cp drawn from level 200 and level 300 subjects. At least 6cp must be at level 200 and at least 6cp at level 300.

As part of the Advertising Management sub-major offered by the Faculty of Business itself, students from the Faculty of Business may take one Advertising subject from the Faculty of Humanities and Social Sciences, to be chosen from:

54116 Audiovisual Media Production (6cp)
59330 Advertising Practice (6cp)
59333 Advertising Strategies (6cp)

Advertising subjects are also available to Business students as elective subject offerings.

Bachelor of Arts in Leisure Studies and Bachelor of Arts in Tourism Management

Elective subjects

55090 Publishing (6cp)
56955 Communication 1: Foundations of Communication (6cp)
56007 Public Relations Principles (6cp)
56008 Public Relations Practice (6cp)
56009 Advertising and Media Management (6cp)
56010 Video Production (6cp)

Graduate courses

Graduate Certificate in Sports Management

Graduate Diploma in Sports Management

Graduate Diploma in Tourism Management

Graduate Diploma in Leisure Studies

Graduate Diploma in Arts Management

Electives

56744 Public Relations Management (6cp)
56742 Applied Public Relations (6cp)

FACULTY OF DESIGN, ARCHITECTURE AND BUILDING

Building Studies

51388 Communication Studies (2cp)

Electives for School of Design

51003 Social Theory and Australian Society 1 (4cp)
51008 Social Theory and Australian Society 2 (4cp)
51005 Creative Writing 1 (4cp)
51006 Creative Writing 2 (4cp)
51007 Media Studies (4cp)
59323 Screen Studies (4cp)

FACULTY OF EDUCATION

Bachelor of Education

Electives

56902 Mass Media in Education (6cp)
56903 Video in Education (6cp)

FACULTY OF ENGINEERING

Civil Engineering

51131 Communication 1 (3cp)
51151 Communication 2 (3cp)

FACULTY OF MATHEMATICAL AND COMPUTING SCIENCES

Bachelor of Science in Computing Sciences

51370 Human Communication (3cp)

Sub-major in Information Studies (total 24cp)

Core

55860 Information Science 1: Foundations of Information Science (6cp)
55041 Information Science 2: User Behaviour (6cp)

plus one of the following groups of subjects

55042 Information Science 3: Organisation of Information (6cp)
55043 Information Science 4: Information Retrieval (6cp)

or

55024 Information Production (6cp)
55075 Information Resources and Collections (6cp)

or

55010 Psychology (4cp)
51103 Work Organisation and Society (4cp)
55023 Communication and Information Skills (4cp)

Sub-major in Communication Studies (total 24cp)

Core

56955 Communication 1: Foundations of Communication (6cp)
56002 Communication 2: Group Communication (6cp)

plus one of the following groups of subjects

56003 Communication 3: Organisational Communication (6cp)
56004 Communication 4: Public Communication (6cp)

or

56008 Public Relations Practice (6cp)
56007 Public Relations Principles (6cp)

or

55010 Psychology (4cp)
51103 Work Organisation and Society (4cp)
55023 Communication and Information Skills (4cp)

Communication, History, Politics and Society

Students in the Faculty of Mathematical and Computing Sciences must take the compulsory introductory 3cp unit, and at least 22cp drawn from level 200 and level 300 subjects. At least 6cp must be at level 200 and at least 6cp at level 300.

Objectives of the sub-major are to introduce students to major issues in Australia and world society and politics; to enable students to relate social and political principles and insights to their major core studies and to their professional practice; and to develop understanding and skills in the processes and practices of communication.

Introductory level

21125 Australian Business Environment (5cp) (Faculty of Business)
51370 Human Communication (3cp)

200 Level

54201 Communication, Culture and the Law (8cp)
54210 International Politics (8cp)
54211 Australian Politics (8cp)
54212 Power and Social Regulation (8cp)
54213 Australian History (8cp)
54230 Aboriginal Social and Political History (8cp)
53212 Australian History (8cp)
51369 Technical and Professional Communications (6cp)

or

50712 Communication Skills in English (6cp)

or

59326 Professional Communication (4cp)
59325 Science, Technology and Human Values (8cp)

or

59324 Issues in Science, Technology and Human Values (4cp)

300 Level

52231 Industrial Relations (8cp)
54300 Communication History (8cp)
54301 International Communication (8cp)
54302 Media, Culture and Identity (8cp)
54310 Issues in Australian Politics (8cp)
54311 Asian and Pacific Politics (8cp)
54312 The Making of the Third World (8cp)
54313 Gender, Culture and Power (8cp)
54314 Australia in the World Economy (8cp)
54315 Comparative Religions (8cp)
54316 Power, Race and Ethnicity (8cp)
54318 Urban Culture (8cp)
54319 Public and Social Policy (8cp)
54320 Social Movements (8cp)
54330 The Politics of Aboriginal History (8cp)

or

59329 Issues in Industrial Relations (4cp)
52339 Organising EEO (8cp)

or

59335 Issues in Organising EEO (4cp)

or

51014 Health, Technology and Society (3cp)

Public Relations

Students in the Faculty of Mathematical and Computing Sciences must take the compulsory introductory 3cp unit, and at least 22cp drawn from level 200 and level 300 subjects. At least 6cp must be at level 200 and at least 6cp at level 300.

Objectives of the sub-major are to develop specialist introductory knowledge of public relations as a management function; to provide students with an understanding of public relations as it exists within the public sector and non-profit organisations and in corporate and consultancy contexts; to enable students to identify the policies and procedures of an individual or an organisation and to evaluate those with the public interest and to plan and execute programs of action to earn public understanding and acceptance; to appreciate the multifaceted nature of public relations within a dynamic local and international environment; to encourage informed decision making with regard to the future and potential of the public relations profession at local as well as international levels; to develop insights into the role public relations plays in individual, organisational and national development; and to challenge existing notions of public relations as little more than a publicity function.

The public relations subjects offered at UTS through the Faculty follow the guidelines and recommendations of the International Public Relations Association (IPRA) as outlined in the Gold Paper No. 7 September 1990 and are in accordance with developments in Australian public relations education and initiatives presently being taken by the National Education Committee of the Public Relations Institute of Australia (PRIA).

Introductory Level

21125 Australian Business Environment (5cp) (Faculty of Business)
51370 Human Communications (3cp)

200 Level

54293 Public Relations: Process and Practice (8cp)

300 Level

54394 Community Relations (8cp)
54395 Public Relations: Research and Communication (8cp)
54396 CSI Project (12cp)

Advertising

Students in the Faculty of Mathematical and Computing Sciences must take the compulsory introductory 3cp unit, and at least 22cp drawn from level 200 and level 300 subjects. At least 6cp must be at level 200 and at least 6cp at level 300.

As part of the Advertising Management sub-major offered by the Faculty of Business itself, students from the Faculty of Business may take one Advertising subject from the Faculty of Humanities and Social Sciences, to be chosen from:

54116 Audiovisual Media Production (6cp)
59330 Advertising Practice (6cp)
59333 Advertising Strategies (6cp)

FACULTY OF NURSING

Nursing

59327 Culture, Health and Society (3cp)
59328 Power, Politics and Health (3cp)

FACULTY OF SCIENCE

Physical Sciences

51357 Technical Writing (3cp)

Acupuncture College

Acupuncture

51368 Professional Writing and Communication (3cp)

General electives for students from other faculties

Not all subjects are offered every semester and places may be limited. Students should check the Social Science Electives timetable.

Other Sub-majors available

The following **sub-majors** can be undertaken by students from other faculties as part of their elective credit points:

Cultural Studies (22–30cp)

Compulsory

54112 Cultural Studies (6cp)
54276 Theories of Subjectivity (8cp)

and up to two of

54372 Generic Fiction (8cp)
54375 Reading Difference (8cp)
54377 Technology and Culture (8cp)
53000 Open Unit A (when appropriate) (8cp)

Journalism (22–30cp)

Compulsory

54117 Journalism 1 (6cp)
54240 Journalism 2 (8cp)

and at least one of

54241 Print Features (8cp)
54242 Print Production and Subediting (8cp)

TV Journalism (26cp)

Compulsory

54117 Journalism 1 (6cp)
54153 Video Basic (4cp)
54240 Journalism 2 (8cp)
54244 TV Journalism 1 (8cp)

Radio Journalism (26cp)

Compulsory

54117 Journalism 1 (6cp)
54152 Radio Basic (4cp)
54240 Journalism 2 (8cp)
54243 Radio Journalism (8cp)

Radio (22–30cp)

Compulsory

54116 Audiovisual Media Production (6cp)
54294 Sound Design (8cp)

plus at least one of

54390 Advanced Sound Design – Radio (8cp)
54376 Sound Seminar (8cp)

Multimedia (22cp)

Compulsory

54116 Audiovisual Media Production (6cp)
54292 Hypermedia (8cp)
54393 Interactive Multimedia (8cp)

Communication and Cultural Industries (22–30cp)

Compulsory

54110 Media, Culture, Society (6cp)

plus at least one of

54200 Australian Communication Policy (8cp)
54201 Communication, Culture and the Law (8cp)
54202 Cultural Technologies, Cultural Policy (8cp)
54203 News and Current Affairs (8cp)
54231 Aboriginal People and the Media (8cp)

plus at least one of

54300 Communication History (8cp)
54301 International Communication (8cp)
54302 Media, Culture and Identity (8cp)
54303 Professional Practice and Culture (8cp)

Women's Studies (24cp)

Compulsory

54214 Gender at Work (8cp)
54313 Gender, Culture and Power (8cp)
54325 Gender in Australian History (8cp)

Writing – Prose Fiction (22cp)

Compulsory

54114 Writing 1 (6cp)
54252 Narrative Writing (8cp)
54354 Writing Workshop (8cp)

Writing for Performance (22cp)

Compulsory

54114 Writing 1 (6cp)
54253 Writing for Performance (8cp)
54351 Screenwriting (8cp)

Performance (22cp)

Compulsory

54114 Writing 1 (6cp)
54251 Performance Workshop (8cp)
54353 Text and Performance (8cp)

Aboriginal Studies (24–32cp)

Compulsory

T5110 Aboriginal Cultures and Philosophies (8cp)
54230 Aboriginal Social and Political History (8cp)

plus at least one of:

54231 Aboriginal People and the Media (8cp)
54330 The Politics of Aboriginal History (8cp)
54331 Aboriginal Forms of Discourse (8cp)

Communication Skills

50712 Communication Skills in English (ELSSA) (8cp)
50716 Writing for Science and Technology (6cp)
51369 Technical and Professional Communication (6cp)
59316 Communication Skills: Essay Writing (ELSSA) (3cp)
59317 Communication Skills: Report Writing (ELSSA) (3cp)
59318 Communication Skills: Seminar Presentation (ELSSA) (3cp)
59319 Communication Skills: Employment (ELSSA) (3cp)
59321 Creative Writing (introductory subject) (6cp)
59326 Professional Communication (4cp)

Social and Political Studies

54319 Public and Social Policy (8cp)
54230 Aboriginal Social and Political History (8cp)
51014 Health, Technology and Society (3cp)
51015 Organising EEO (8cp)
51519 Industrial Relations (8cp)
51628 Technology and Urban Culture (6cp)
52101 History of Ideas (6cp)
52102 Politics and Political Institutions (6cp)
52103 Culture, History and Society (6cp)
52105 Social and Political Theory (6cp)
52306 Gender, Culture and Power (8cp)
52113 Organising (8cp)

52316 Power, Race and Ethnicity (8cp)
54102 Making Australia (5cp)
54201 Communication, Culture and the Law (8cp)
54213 Australian History (8cp)
54310 Issues in Australian Politics (8cp)
54110 Media, Culture, Society (6cp)
59325 Science, Technology and Human Values (8cp)
59327 Culture, Health and Society (3cp)
59339 Introduction to Aboriginal Social and Political History (6cp)
59328 Power, Politics and Health (3cp)
59630 Social Issues in Health (8cp)

Media Advertising and Public Relations

54293 Public Relations: Process and Practice (8cp)
54396 CSI Project (12cp)
54112 Cultural Studies (6cp)
59322 Media Studies (6cp)
59323 Screen Studies (6cp)
59330 Advertising Practice (6cp)
59331 Advertising Copywriting (Print) (6cp)
59332 Advertising Copywriting (TV, Radio, Film) (6cp)
59333 Advertising Strategies (6cp)
59357 Public Relations: Community Relations (8cp)
59454 Public Relations: Media Strategies (final subject in sequence) (8cp)

POSTGRADUATE COURSES

GRADUATE CERTIFICATES

Award of the Graduate Certificate

In order to qualify for the award of Graduate Certificate a student usually completes 24cp. A student who fails in a subject must repeat it in a later semester or take another in its place if it is possible. A student who fails a subject in a sequence must repeat the subject failed before continuing the sequence. The normal time for completion of all of the requirements is two semesters (part-time).

Applications

Applicants should complete the Postgraduate Application form and questionnaire available from either the Faculty Office or the UTS Information Service, Level 4, Tower Building.

Applications usually close late in the year for the following year. Late applications are not normally accepted.

Prospective students for the Graduate Certificates are to complete the supplementary questionnaire, provided with the application form, on their relevant activities, enthusiasms and employment and to describe ways in which subjects of the Graduate Certificate will be beneficial to their work or life goals. References may be submitted, but samples of original work will not be accepted, as their safekeeping cannot be guaranteed.

Selection into the course is based entirely on the application and questionnaire. Applicants will not be required to attend an interview.

The Faculty is interested both in people who wish to acquire a deeper understanding of communication skills than they already possess, and those wishing to acquire such skills. Applicants will need to show how their proposed course of study, including the specific subjects on offer, relates to their interests.

The outcome of applications will be posted to candidates in late January. Successful applicants will be informed by the Postgraduate Studies and Scholarships Office of the University as to the date of enrolment, fees, and commencement of classes.

Graduate Certificate in Creative Advertising (HH69)

This course aims to provide students with an upgrading of their critical and practical skills and knowledge in the field of advertising production and criticism. The course takes students through a series of practical workshops, class exercises and critical lectures dealing with the strategies, concepts, production methods and theoretical issues relating to advertising. People already working in the advertising or media industries will be able to update their methods of working while others in government, community and corporate fields will gain a valuable insight into the latest approaches to creative advertising.

It is assumed that students will have some practical working experience of advertising either in the creative or account sides of the process, either from within an agency or in a freelance industry capacity.

Students will share classes with students from other courses, including senior undergraduates.

Students complete 24cp.

Students complete three subjects:

Compulsory

54290 Advertising: Production and Criticism (8cp)
54392 Advertising Communication Strategies (8cp)
prerequisite 54290 Advertising: Production and Criticism[1]

and one of

54291 Desktop Publishing and Design (8cp)
54292 Hypermedia (8cp)
54363 Television Advertising (8cp)
prerequisite 54290 Advertising: Production and Criticism[1]

[1] Prerequisites may be waived with proof of equivalent industry experience or prior study.

Graduate Certificate in EEO Management (HH61)

The course is designed for graduates and others who can demonstrate equivalent status from work and other relevant experience and who wish to develop skills in the field of EEO management in the context of a critical approach to the field. Some may wish to make a career in this emerging field of practice. Others are required to take up the duties as part of, for example, personnel or human resource management responsibilities. Line managers with devolved responsibility for legal requirements for anti-discrimination, EEO and AA would also find the program of assistance in the current competitive environment.

This course allows for the development of skills and sensitivity in development and evaluation of effective EEO/AA programs integrated with overall management practices and corporate strategies.

Students will share classes with students from other courses, including senior undergraduates.

Semester 1

50461 Organisation and Change Agents (6cp)
corequisite 52029 Organising EEO
52029 Organising EEO (8cp)
corequisite 50461 Organisation and Change Agents

Semester 2

50462 Strategic Management and EEO (4cp)
prerequisites 50461 Organisation and Change Agents
50463 Implementing EEO (Project) (6cp)
prerequisites 50461 Organisation and Change Agents, 52029 Organising EEO
corequisite 50462 Strategic Management and EEO

Graduate Certificate in Journalism (HH65)

The course is designed for graduates who wish, for a range of career reasons, to develop journalism skills in the context of a critical approach to the media and journalism practice. Candidates for the certificate will be required to complete three subjects suitable to their professional needs. The program offered will allow graduates who have no experience in journalism to be introduced to a broad base of professional journalism skills and professional journalists to develop a specialisation or gain skills in new or different media.

Students will share classes with students from other courses, including senior undergraduates.

Students complete 24cp.

Students complete at least one subject from the following three subjects (all 8cp unless stated otherwise):

50431 Research and Reporting for Journalism
50437 Regulation of the Media
50450 Advanced Journalism Theory[1]

and select two further subjects from:

54231 Aboriginal People and the Media
54241 Print Features[1]
54242 Print Production and Subediting[1]
54243 Radio Journalism[1]
54244 Television Journalism 1[1]
54302 Media, Culture and Identity[1]
54340 Electronic Publishing[1]
54341 Investigations[1]
54342 Publications Techniques and Practice[1]
54343 Radio Features[1]
54344 Specialist Reporting[1]
54345 Television Journalism 2[1]
54346 Journalism Project[1]

[1]Prerequisites may be waived with proof of equivalent industry experience or prior study.

POSSIBLE STUDY SEQUENCES

For those students interested in a **Radio Journalism** strand:

50431 Research and Reporting for Journalism
54243 Radio Journalism
54343 Radio Features

For those students interested in a **TV Journalism** strand:

50431 Research and Reporting for Journalism
54244 Television Journalism 1
54345 Television Journalism 2

For those students interested in a **Print Journalism** strand:

50431 Research and Reporting for Journalism
54241 Print Features
54242 Print Production and Subediting

For those students interested in an **Investigative Journalism** strand:

50437 Regulation of the Media
54341 Investigations
54346 Journalism Project

Graduate Certificate in Public Relations (HL54)

The Graduate Certificate in Public Relations aims to develop advanced competencies in all areas of communication needed for successful public relations. It focuses on the management of the public relations function in organisations.

Graduates of the course will be expected to be able to understand the factors affecting communication in management settings; define communication problems and devise creative solutions for organisations in an environment of change; communicate more effectively as a result of developing skills in two-way communication and develop communication strategies for a range of publicity needs; develop competencies in the planning, writing and production of material for publication and analyse the communication characteristics of a range of media technologies; use analytical research and evaluation methods in the practice of public relations; develop, implement and evaluate a public relations plan for an organisation appropriate to the organisation's mission or goals; select and use communication strategies in an organisation to manage its internal and external public relations; and apply the techniques of issues management as a strategy for managing the relationship between an organisation and its community.

ADMISSION REQUIREMENTS

Candidates would normally have an Honours degree or equivalent. However, probationary admission may be granted to applicants who fulfil one of the following requirements; a two-year diploma with two years of appropriate professional practice; five years of appropriate professional practice.

Students are expected to demonstrate high level analytical skills and have knowledge of the work performed by communication professionals. It is assumed that students will possess basic numerical and computer skills which may have been gained through formal or informal education studies, work experience or bridging courses.

STRUCTURE OF THE COURSE

The course structure consists of two components:

Communication Management Studies
which provide the graduate with the knowledge about communication and the skills needed by professionals engaged in practising and managing public relations (12cp).

Specialised Studies
which give students the specialist knowledge and skills required for the practice and management of public relations for a range of organisations (12cp).

TYPICAL PART-TIME PROGRAM

Semester 1

56956 Foundations of Communication Management (6cp)
56957 Professional Communication Practice (6cp)

Semester 2

56963 Public Relations 1 (6cp)
56964 Public Relations 2 (6cp)

Graduate Certificate in Screen Studies and Production (HH67)

This course is designed for graduates who wish to develop film and video production skills in the context of a critical industry in the field of screen studies or, being already placed within the media industries, wish to develop an academic grading in screen theory. Graduates are required to take three subject units in a combination of production and studies which is most applicable to their graduate study. They may be taken across a minimum of two semesters, a maximum of three. Students complete 22–24cp.

Students will share classes with students from other courses, including senior undergraduates.

Students must complete any three units from the following two areas (all subjects are 8cp unless otherwise stated):

Film and Video

54115 Film and Video 1 (6cp)
54261 Documentary
prerequisite 54115
54262 Drama
prerequisite 54115
54264 Video 2
prerequisite 54115
54360 Experimental
prerequisite 54115

Screen Studies

54270 Cinema and Modernity
54271 Cinema Study
54273 Genre Studies
54374 Performance and the Moving Image

Graduate Certificate in Writing (HH62)

The course is designed for graduates who wish, for a range of career reasons, to develop skills in the field of writing in the context of the development of a critical approach to that field and an understanding of the production processes within it.

Students will share classes with students from other courses, including senior undergraduates.

Students complete 24cp. Students must complete one or two of the following units at 200 level:

54250 Ficto-critical Writing (8cp)
prerequisite 54114 Writing 1[1]
54252 Narrative Writing (8cp)
prerequisite 54114 Writing 1[1]
54253 Writing for Performance (8cp)
prerequisite 54114 Writing 1[1]

and one or two units at 300 level from:

54350 Genre Writing (8cp)
prerequisite 8cp at 200 level
54351 Screenwriting (8cp)
prerequisite 54253 Writing for Performance
54354 Writing Workshop (8cp)
prerequisite 8cp at 200 level
54355 Writing Project (12cp)
(by application)
prerequisite 54252 Narrative Writing

[1]Prerequisites may be waived with proof of equivalent industry experience or prior study.

Graduate Certificate in Writing for the Screen (HH63)

The course is designed for graduates who wish, for a range of career reasons, to develop skills in the field of screenwriting in the context of the development of a critical approach to that field and an understanding of the production processes and theoretical concerns which influence it.

Students will share classes with students from other courses, including senior undergraduates.

Students complete 22–24cp.

Students must complete 54351 Screenwriting and any two of the following units:

54253 Writing For Performance (8cp)
54115 Film and Video 1 (6cp)
54263 Film 2 (8cp)
prerequisite 53250 Film and Video 1[1]
54264 Video 2 (8cp)
prerequisite 53250 Film and Video 1[1]
54262 Drama (8cp)
prerequisite 53250 Film and Video 1[1]
54354 Writing Workshop (8cp)
54362 Producing (8cp)

[1]Prerequisites may be waived with proof of equivalent industry experience or prior study.

Graduate Diploma in Communication (H051)

The Graduate Diploma is designed to provide graduates in any relevant discipline with the opportunity to develop theoretical and production skills in areas of communication and media. It allows for an extension and deepening of areas relating to employment, and also facilitates the understanding of new directions in career development. Students devise a program from studies and production areas taught in the Faculty. Pursuant to Rule 3.2.6.2, dissatisfaction with a student's progress is 'double failure in any subject'.

APPLICATIONS

Applicants should complete the Postgraduate Application form and questionnaire available from either the Faculty Office, Level 2, Bon Marche Building (Room 202) or the UTS Information Service, Level 4, Tower Building. Entry to the course is highly competitive as there are more qualified candidates than there are places available. Applications usually close at the end of September for the following year. Late applications are not normally accepted.

Prospective students for the Graduate Diploma in Communication are to complete the supplementary questionnaire, provided with the application form, on their relevant activities, enthusiasms and employment, and to describe ways in which subjects of the Graduate Diploma will be beneficial to their work or life goals. References may be submitted, but samples of original work will not be accepted, as their safekeeping cannot be guaranteed.

Selection into the course is based entirely on the application and questionnaire. Applicants will not be required to attend an interview.

The Faculty is interested in both people who wish to acquire a deeper understanding of communication skills than they already possess, and those wishing to acquire such skills. Applicants will

need to show how their proposed course of study, including the specific subjects on offer, relates to their interests.

The outcome of applications will be posted to candidates in late January. Successful applicants will be informed by the Postgraduate Studies and Scholarships Office of the University as to the date of enrolment, fees, and commencement of classes.

COURSE STRUCTURE

Students in the Graduate Diploma in Communication complete a 44–48cp course over two years of part-time study beginning in the Autumn (or first) semester of each year. Candidates normally enrol in up to 24cp each year. There are some evening classes available, but the range of day-time subjects is wider.

A printed schematic diagram or 'tree', showing the different subjects offered in each major in the Production and Studies areas, is available upon request from the Faculty office. This is a handy reference guide for students wanting to know how they can program the subjects they would like to study in the course.

For students who enrolled prior to 1995, the following rules apply:

Graduate Diploma students have a wide range of choice in composing individual programs of study which will suit their particular needs. However, some restrictions are placed on the BA in Communication subjects available as follows:

1. The BA in Communication contains five introductory Stage 1 subjects at the 100 level – Word and Text; Making Australia; Sound and Image; Communication Environments; and Computers and Communication. These are not available to Graduate Diploma students.
2. The BA in Communication contains eight foundation Stage 2 6cp subjects to the majors at the 100 level – Aboriginal Cultures and Philosophies; Media, Culture, Society; Cultural Studies; Social and Political Theory; Journalism 1; Writing 1; Film and Video 1; and Audiovisual Media Production. (Audiovisual Media Production supplies the foundation and pathway to specialised study in either Public Relations, Interactive Media, DTP, Advertising or Radio and Sound.)

   Students may take up to two of these 100 level 6cp subjects.
3. Students are required to successfully complete 44–48cp of which a minimum of 14cp are Studies subjects and a minimum of 14cp are Production ones.
4. Students are required to successfully complete a minimum of 16cp at 300 level; this must include an 8cp Studies subject and an 8cp Production one.
5. Students will be permitted to take a maximum of 32cp in Production subjects.

For students first enrolling in 1995 and thereafter, the following rules apply:

1. Students must take a sequence of at least 24cp in either a Studies or Production major, within the framework of the majors offered in the BA in Communication. These majors are **Studies**: Aboriginal; Cultural; Social, Political and Historical; Communication and Cultural Industries; and **Production**: Communication, Sound, Image; Film, Video, TV; Journalism; Writing and Performance.
2. Students must take the compulsory unit 50522 Graduate Diploma Communication Seminar. Students must have completed 24cp in the Diploma before commencing this subject.
3. Students must take at least 8cp of Studies subjects.
4. Graduate Diploma students are assessed at a graduate level in all subjects so that the quality of performance to gain a passing

grade is higher than that for undergraduate students in similar subjects. The quality of student work is expected to reflect greater maturity and experience, as well as the pedagogical skills acquired in the first degree.

Many subjects have prerequisites, subjects which should be passed first. Graduate Diploma students are advised to do these prerequisite subjects whenever possible, but timetabling often makes this difficult. For this reason the Faculty may not always insist on prerequisite requirements for Graduate Diploma students. If in doubt, students should consult with an adviser at enrolment, or with the Course Adviser.

Students must complete the Graduate Diploma within a maximum of three years. Students who fail a subject will be put on probation. Students who fail a subject during the semester they are on probation will be excluded from the course. Any student who fails three subjects will have to show cause why he/she should be allowed to complete the course.

Pursuant to Rule 3.2.6.2, dissatisfaction with a student's progress is 'double failure in any subject'.

Graduate Diploma in Communication Management (HL61)

Pre-1995 enrolment

The Graduate Diploma in Communication Management has been designed to extend the professional competency of people located in diverse occupational settings and who are responsible for managing communication in their area of endeavour.

The course meets this aim by providing the opportunity for students to pursue studies in a way that integrates communication studies across a full spectrum of communication contexts from interpersonal, through group and organisational, to mass communication; management study; and studies in an elective specialisation relevant to human resource development or public relations.

The course provides opportunities for developing theoretical frameworks for describing and explaining the processes of communication management. The course caters for students with differing academic and vocational backgrounds and is structured to allow students to extend their competencies generally in the field of communication management while allowing them, via electives, to specialise in Human Resource Development or Public Relations.

SPECIFIC AIMS OF THE COURSE

The course aims to assist students to develop the professional skills necessary for undertaking the tasks associated with communication management in terms of the management of communication resources and processes for facilitating communication in organisation-related contexts; to acquire the conceptual and analytical skills required by communication managers from the differing perspectives of individual, group, organisational and mass communication; to understand the communication manager and client as individuals

responding to interpersonal, intra-organisational and social forces determining the effective practice of communication management; to examine the nature of management functions and administrative practices in organisations and the implications of these for practising communication managers; and to extend knowledge and skills in a specialist area of communication management related to particular professional needs.

ADMISSION REQUIREMENTS

Most students seeking admission to the program are graduates. However, the requirements are designed to allow some students without graduate status, but with relevant work experience, to be admitted to the program.

Applicants are classified into one of the following categories according to the level of formal education they have obtained. Further requirements for each category are listed below.

Category 1

Applicants with disciplinary training to degree level.

Further requirements

Work experience: at least two years working in an appropriate area and at a level of responsibility in communication management in either the public or private sector (e.g. as a communication technologist, in publicity and public relations, or in training and development) consequent upon the attainment of a degree.

Category 2

Applicants with professional training to diploma level.

Further requirements

Work experience: at least two years working in an appropriate area and at a level of responsibility in communication management in either the public or private sector (e.g. a communication technologist, in publicity and public relations, or in training and development) for which the attainment of a diploma was recognised.

Evidence of a capacity to proceed with a Graduate Diploma program. Candidates must be able to demonstrate in a questionnaire that they have an understanding of the problems of communication management in their field.

Category 3

Applicants with any other post-secondary qualifications, whether obtained from an educational institution or professional association.

Further requirements

Work experience: at least two years working in an appropriate area and at a level of responsibility in communication management and at least five years prior experience leading to that position, in either the public or private sector e.g. as a communication technologist, in publicity and public relations, or in training and development.

COURSE STRUCTURE

The course consists of the following subjects (all 6cp):

Core studies

56741 Managerial Communication
56748 Communication in the Group Context
56749 Issues in Organisational Communication
56743 Mass Communication Analysis
21770 Organisational Analysis and Management

Elective specialisations

Human resource development

56745 Principles and Practices for Human Resource Development
56746 Managing Human Resource Development
56747 Issues in Human Resource Development

or

Public relations

56740 Managing Communication Media
56744 Public Relations Management
56742 Applied Public Relations

TYPICAL PROGRAM

Semester 1

56741 Managerial Communication (6cp)
56745 Principles and Practices for Human Resource Development (6cp)

or

56740 Managing Communication Media (6cp)

Semester 2

56748 Communication in the Group Context (6cp)
56746 Managing Human Resource Development (6cp)

or

56744 Public Relations Management (6cp)

Semester 3

56749 Issues in Organisational Communication (6cp)
56747 Issues in Human Resource Development (6cp)

or

56742 Applied Public Relations (6cp)

Semester 4

56743 Mass Communication Analysis (6cp)
21770 Organisational Analysis and Management (6cp)

ATTENDANCE PATTERN

This program is offered on a part-time basis with evening attendance, and possibly some weekend attendance. Students will be expected to attend two three-hour classes each week. The normal time for completion of the requirements is two years (four semesters). In special circumstances, the Faculty Board may grant an extension of time to complete.

PROGRESS IN THE PROGRAM

Progression in the program will be by subject rather than semester. However, in assessing a student's progress, consideration will be given to subject requirements and the maximum time permitted for completion of the Graduate Diploma. Specific regulations governing students' progression, particularly in relation to advanced standing, substitution or exemptions, will be determined by the Faculty Board.

AWARD OF THE GRADUATE DIPLOMA IN COMMUNICATION MANAGEMENT

i) In order to qualify for the award of the Graduate Diploma in Communication Management, a student must complete 48cp unless exemptions are granted as defined in (ii) or (iii).

ii) Credit for relevant studies completed at the postgraduate level in other institutions (for which no postgraduate award has been received) may be granted by the Faculty Board.

iii) Students may be permitted to substitute other graduate subjects offered in UTS for those in the defined program where duplication of previous studies would result from following the prescribed program. Each will be considered on its merit and on a subject by subject basis.

iv) A student who fails a subject in a sequence must repeat it at a later semester or take another subject in its place where this is permitted.

v) A student who fails a subject in a sequence in which its passing is a prerequisite of the next subject in the sequence must repeat the subject failed before taking the next subject in the sequence.

vi) The normal time for completion of all the requirements of the Graduate Diploma will be four semesters (part-time). However, the Graduate Diploma may be awarded to students who complete the requirements in six semesters (part-time). In special circumstances the Faculty Board may grant an extension beyond that time or may permit students to complete their program in less than the normal time.

vii) In accordance with Rule 3.2.6.2, dissatisfaction with a student's progress is 'double failure in any subject'.

Graduate Diploma in Communication Management (HL61)

1995 Enrolment

The Graduate Diploma in Communication Management is designed to provide for the professional and scholarly development of people interested in the broad field of communication management. It aims to develop conceptual understanding of communication management in managerial, professional, business and societal contexts; extend the professional competency of people who are responsible for managing communication resources and processes in diverse occupational settings; develop knowledge and critical and analytical skills in communication management appropriate to working in consultancy and management roles; and extend knowledge and skills in a specialist area of communication management related to particular professional needs.

Graduates from the course will be expected to have acquired the professional knowledge and skills necessary for the tasks associated with the management of communication in a range of organisational contexts; the conceptual, analytical and communication skills required of professionals and an advanced knowledge of issues affecting professional communication practice; an understanding of the communication manager and client as individuals responding to interpersonal, organisational and social forces; an awareness of professional value systems and the role of the communication practitioner in a profession and in society; and the ability to apply academic learning to practice.

Pursuant to Rule 3.2.6.2, dissatisfaction with a student's progress is 'double failure in any subject'.

ADMISSION REQUIREMENTS

Candidates would normally have an Honours degree or equivalent. Probationary admission may be granted to applicants who fulfil one of the following requirements; a three-year Bachelor's degree or equivalent; a two-year diploma with two years of appropriate professional practice or five years of appropriate professional practice.

In order to progress to advanced studies (Master of Arts in Communication Management) in the third year of part-time study, students need to achieve a credit grade average in the Communication Management component of the course.

Students are expected to demonstrate high level analytical skills and have knowledge of the work performed by communication professionals. It is assumed that students will possess basic numeracy and computer skills which may have been gained through formal or informal education studies, work experience or bridging courses.

COURSE STRUCTURE

The course consists of two components.

Communication Management Studies which provide the graduate with knowledge and skills needed by professionals engaged in managing communication processes and resources (30cp).

Specialised Studies which give students the knowledge and skills useful for particular communication functions and environments (18cp).

SPECIALISATIONS

Public Relations

This option is designed for students who wish to develop advanced competencies in the professional practice of Public Relations and who may require Public Relations Institute of Australia accreditation. In addition to the Communication core subjects, students will complete the following:

56963 Public Relations 1
56964 Public Relations 2
and an appropriate elective.

ELECTIVE SUBJECTS

The electives are expected to contribute to the development of students as communication managers. It is expected that the Professional Communication Practice subject will assist students to select electives on the basis of relevance to their individual needs and interests as well as appropriateness to their current or intended area of communication practice. Students will need to seek approval in writing to enrol in the elective subject(s). They should submit to the Course Coordinator reports detailing their professional needs as related to the course, and their assessment of the contribution the elective(s) will make to their own communication management.

Subjects available as electives include:

56962 Public Communication Analysis (6cp)
56963 Public Relations 1 (6cp)
56964 Public Relations 2 (6cp)
56965 Video Production (6cp)
56966 Advertising and Media Management (6cp)
56910 User Documentation 1 (6cp)
56911 User Documentation 2 (6cp)
55913 Business Information (6cp)
55915 Health Information (6cp)
55917 Publishing (6cp)

TYPICAL PART-TIME PROGRAM

Semester 1

56956 Foundations of Communication Management (6cp)
56957 Professional Communication Practice (6cp)

Semester 2

Specialisation/Elective (6cp)
Specialisation/Elective (6cp)

Semester 3

56958 Work Group Communication (6cp)
55901 Research and Data Analysis (6cp)

Semester 4

56959 Organisational Communication (6cp)
Elective (6cp)

Graduate Diploma in Information Studies (HL50)

Pre-1995 enrolment

Prerequisite: a degree or diploma as defined by the Australian Council on Tertiary Awards, or a university degree in a discipline other than library or information science.

This program enables students to examine all aspects of the information transfer process. It educates information professionals who will be engaged in the provision of information for use by others. There is an emphasis upon the knowledge and skills required for information consolidation. This is the process of evaluating and modifying information from relevant sources in order to provide defined groups of information users with new information products and services. These principles are applied to the area of interest or subject expertise nominated by the student and may relate to a professional context or the expertise gained by the student at degree of higher level.

COURSE STRUCTURE

Information studies

55751 Foundation Information Studies (3cp)
55753 Subject Analysis (4cp)
55754 User Analysis (4cp)
55851 Information Presentation (4cp)
55855 Information and Document Retrieval (6cp)

Technical studies

55755 Management of Information Provision (4cp)
55853 Research and Quantitative Methods 1 (5cp)
55756 Producing Information (4cp)

Integrating studies

55854 Information Consolidation (14cp)

TYPICAL FULL-TIME PROGRAM

Semester 1

55751 Foundation Information Studies (3cp)
55753 Subject Analysis (4cp)
55754 User Analysis (4cp)
55756 Producing Information (4cp)
55855 Information and Document Retrieval (6cp)

Semester 2

55851 Information Presentation (4cp)
55853 Research and Quantitative Methods (5cp)
55755 Management of Information Provision (4cp)
55854 Information Consolidation (14cp)

TYPICAL PART-TIME PROGRAM

Semester 1

55751 Foundation Information Studies (3cp)
55754 User Analysis (4cp)
55855 Information and Document Retrieval (6cp)

Semester 2

55756 Producing Information (4cp)
55755 Management of Information Provision (4cp)
55853 Research and Quantitative Methods (5cp)

Semester 3

55851 Information Presentation (4cp)
55753 Subject Analysis (4cp)

Semester 4

55854 Information Consolidation (14cp)

AWARD OF THE GRADUATE DIPLOMA IN INFORMATION STUDIES

In order to qualify for the award of the Graduate Diploma in Information Studies a student must satisfactorily complete 48cp, consisting of Information Studies (21cp), Technical Studies (13cp), and Integrating Studies (14cp). A student who fails in a subject must repeat it in a later semester. A student who fails a subject in a sequence must repeat it before continuing the sequence. The normal time for completion of all of the requirements for the Graduate Diploma in Information Studies is two semesters full-time or four semesters part-time. However, the Graduate Diploma in Information Studies will be awarded to students who complete the requirements in three semesters (full-time) or six semesters (part-time). In special circumstances, the Faculty Board may grant an extension beyond this time.

Pursuant to Rule 3.2.6.2, dissatisfaction with a student's progress is 'double failure in any subject'.

Graduate Diploma in Information (HL55)

1995 enrolment

The course will provide opportunities for the development of conceptual and other generic skills required for professional work; study of the knowledge base of information science and provision; and integration of information knowledge and skills with previously acquired expertise gained through education and/or professional practice.

COURSE OBJECTIVES

Graduates from the course will be expected to have acquired: the professional knowledge and skills necessary for carrying out the tasks associated with a range of occupational settings in information, the conceptual and analytical skills required of professionals, an understanding of the needs, motivations and behaviours of clients, an awareness of professional value systems and the role of the practitioner in a profession and in society, the personal communication and information skills required of competent professionals, the ability to apply academic learning to practice, competencies in systematic inquiry methods, and an understanding of the information environment and the social and economic issues which influence professional practice.

Pursuant to Rule 3.2.6.2, dissatisfaction with a student's progress is 'double failure in any subject'.

ADMISSION REQUIREMENTS

Candidates for admission to the program normally would have an Honours degree or equivalent. Probationary admission may be granted to applicants who fulfil one of the following requirements: a three-year Bachelor's degree or equivalent, a two-year diploma with two years of appropriate professional practice, five years of appropriate professional practice.

In order to progress to advanced studies (Master of Arts in Information) in the third semester of full-time study or part-time equivalent, students need to achieve a credit or higher in 24 of 48 credit points undertaken in the first year full-time or part-time equivalent and must have no more than one fail in the 48 credit points undertaken.

Students are expected to demonstrate: high level analytical skills, knowledge of the work performed by information professionals, competence in basic mathematics and algebraic notation, basic computer skills.

Evidence of competency in numerical and computer skills may be presented through formal or informal education studies, work experience or bridging courses.

COURSE STRUCTURE

The course structure consists of three components:

Core Information Studies which provide students with the knowledge and skills needed by professionals engaged in the provision or information for others (24cp);

Specialisation Studies which give students the knowledge and skills useful for particular information functions and environments (18–24cp);

Elective Studies which give students the opportunity to take subjects relevant to their individual needs (0–24cp).

SPECIALISATIONS

Information Provision

This option is designed for students who wish to gain Australian Library and Information Association accreditation. In addition to the core subjects listed above, students will complete the following:

55909 Information Products and Services (6cp)
55906 Organisation of Information (6cp)
55908 Information Project Development (6cp)
55907 Information Retrieval (6cp)

Teacher Librarianship

This option educates information professionals who will be engaged in the provision of information within the education environment. Graduates from this specialisation will be eligible for Australian Library and Information Association accreditation. In addition to the core subjects listed above, students must complete:

55920 Teacher Librarianship 1 (6cp)
55921 Teacher Librarianship 2 (6cp)
55907 Information Retrieval (6cp)
55906 Organisation of Information (6cp)

User Documentation

This specialisation is designed for professionals who will be involved in compiling specialised information and translating it into a language and format suitable for particular target groups. In addition to the core subjects students must complete:

55908 Information Product Development (6cp)
55910 User Documentation 1 (6cp)
55911 User Documentation 2 (6cp)
One elective (6cp)

The elective may be taken from any Master's level course in the University.

Students not undertaking one of the established specialisations will complete the core subjects and four elective. Two of these electives must be taken from subjects offered by the School of Information Studies and one of these must be an information subject. Depending on the subjects chosen, students may be eligible for Australian Library and Information Association accreditation.

GUIDELINES FOR ELECTIVE SUBJECT(S)

The electives are expected to contribute to the development of students as information professionals. It is expected that the elective(s) will be selected on the basis of relevance to the individual needs and interests of the student; appropriateness to the area of information practice in which a student is or intends to be involved; and the extent to which the elective(s) will contribute to students' development as professionals engaged in providing information to others.

Students will need to consult with the Course Coordinator before enrolling in elective subjects. They should provide the Coordinator with an assessment of the contribution the elective(s) will make to their planned area of information practice.

Subjects offered as electives include:

Information

55906 Organisation of Information (6cp)
55907 Information Retrieval (6cp)
55908 Information Product Development (6cp)
55909 Information Products and Services (6cp)
55910 User Documentation 1 (6cp)
55911 User Documentation 2 (6cp)
55912 Bibliographic Control[1] (6cp)
55913 Business Information1 (6cp)
55914 Child and Young Adult Information1 (6cp)
55915 Health Information[1] (6cp)
55916 Information and Records Management (6cp)
55917 Publishing[1] (6cp)
55918 Research Methods (6cp)
55919 Statistics (6cp)

Communication

56966 Advertising and Media Management[1] (6cp)
56956 Foundations of Communication Management (6cp)
56965 Video Production[1] (6cp)

[1] In these subjects students may attend some lectures with students from the Bachelor of Applied Science in Information Studies. Assessment tasks, reading requirements and small group work will, however, be different.

TYPICAL PROGRAM

Full-Time

Semester 1

55900 Professional Practice (6cp)
55901 Research and Data Analysis (6cp)
55902 Information Behaviour (6cp)
55903 Information Production and Presentation (6cp)

Semester 2

Specialisation/elective (6cp)
Specialisation/elective (6cp)
Specialisation/elective (6cp)
Specialisation/elective (6cp)

Part-Time: User Documentation

Semester 1

55903 Information Production and Presentation (6cp)
55900 Professional Practice (6cp)

Semester 2

Elective (6cp)
55908 Information Product Development (6cp)

Semester 3

55902 Information Behaviour (6cp)
55901 Research and Data Analysis (6cp)

Semester 4

55910 User Documentation 1 (6cp)
55911 User Documentation 2 (6cp)

Part-Time: Information Provision

Semester 1

55903 Information Production and Presentation (6cp)
55900 Professional Practice (6cp)

Semester 2

55906 Organisation of Information (6cp)
55908 Information Product Development (6cp)

Semester 3

55902 Information Behaviour (6cp)
55901 Research and Data Analysis (6cp)

Semester 4

55907 Information Retrieval (6cp)
55909 Information Products and Services (6cp)

Part-Time: Teacher Librarianship

Semester 1

55903 Information Production and Presentation (6cp)
55900 Professional Practice (6cp)

Semester 2

55906 Organisation of Information (6cp)
55920 Information Services in Schools 1: Curriculum (6cp)

Semester 3

55902 Information Behaviour (6cp)
55901 Research and Data Analysis (6cp)

Semester 4

55907 Information Retrieval (6cp)
55921 Information Services in Schools 2: Management (cp)

Graduate Diploma in Information/Teacher Librarianship (HL51)

Pre-1995 enrolment

Prerequisite: a degree or diploma as defined by the Australian Council on Tertiary Awards, or a university degree in a discipline other than library or information science; a recognised teaching qualification; and evidence of successful teaching experience.

This program enables students to examine all aspects of the information transfer process. There is an emphasis upon the knowledge and skills required for information consolidation. This is the process of evaluating and modifying information from relevant sources in order to provide defined groups of information users, e.g. students, teachers with new information products and services. These principles are applied to the area of subject expertise of the student within the education environment.

COURSE STRUCTURE

Information studies

55753 Subject Analysis (4cp)
55754 User Analysis (4cp)
55851 Information Presentation (4cp)
55855 Information and Document Retrieval (6cp)

Technical studies

55853 Research and Quantitative Methods (5cp)
55756 Producing Information (4cp)

Special studies

55856 Information Services in Schools: Curriculum (4cp)
55857 Information Services in Schools: Management (3cp)

Integrating studies

55854 Information Consolidation (14cp)

TYPICAL FULL-TIME PROGRAM

Semester 1

55753 Subject Analysis (4cp)
55754 User Analysis (4cp)
55756 Producing Information (4cp)
55855 Information and Document Retrieval (6cp)
55856 Information Services in Schools: Curriculum (4cp)

Semester 2

55851 Information Presentation (4cp)
55853 Research and Quantitative Methods (5cp)
55857 Information Services in Schools: Management (3cp)
55854 Information Consolidation (14cp)

TYPICAL PART-TIME PROGRAM

Semester 1

55856 Information Services in Schools: Curriculum (4cp)
55754 User Analysis (4cp)
55855 Information and Document Retrieval (6cp)

Semester 2

55756 Producing Information (4cp)
55853 Research and Quantitative Methods (5cp)
55857 Information Services in Schools: Management (3cp)

Semester 3

55851 Information Presentation (4cp)
55753 Subject Analysis (4cp)

Semester 4

55854 Information Consolidation (14cp)

AWARD OF THE GRADUATE DIPLOMA IN INFORMATION/ TEACHER LIBRARIANSHIP

In order to qualify for the award of the Graduate Diploma in Information/ Teacher Librarianship a student must satisfactorily complete 48cp consisting of information studies (18cp); technical studies (9cp); integrating studies (14cp); special studies (7cp). A student who fails in a subject must repeat it in a later semester. A student who fails a subject in a sequence must repeat it before continuing the sequence. The normal time for completion of all of the requirements for the Graduate Diploma in Information/Teacher Librarianship is two semesters (full-time) or four semesters (part-time). However, the Graduate Diploma in Information/Teacher Librarianship will be awarded to students who complete the requirements in three semesters (full-time) or six semesters (part-time). In special circumstances, the Faculty Board may grant an extension beyond this time. Pursuant to Rule 3.2.6.2, dissatisfaction with a student's progress is 'double failure in any subject'.

Master of Applied Science in Communication Management (HL71)

Pre-1995 enrolment

The course is designed to provide for the professional and scholarly development of those interested in the broad field of communication management. This field is a broad and developing one evident within a range of social and organisational contexts including human resource development, public relations/public affairs, consultancy and social change programs. The program is initially concerned with the development of conceptual understandings and practical skills in the management of communication processes and resources. It then seeks to further develop knowledge and critical and analytical skills in communication management appropriate to consultancy in research and theory building in selected areas of communication management.

RATIONALE AND AIMS

The Master of Applied Science in Communication Management will build on the aims of the Graduate Diploma in Communication Management. In addition to these aims, the Master's program will seek to develop knowledge and critical and analytical skills in communication management appropriate to working in public education, consultancy and advanced management roles; extend and deepen conceptual understandings of communication management in managerial, professional, business and societal contexts; and develop competencies in research and theory building in selected areas of communication management.

ADMISSION REQUIREMENTS

Category 1

An undergraduate degree in communication management or a closely related field from a recognised university.

At least two years of relevant work experience at a level of responsibility in communication management.

Category 2

An undergraduate degree from a recognised university, together with an additional qualification from a recognised post–secondary institution in a relevant field (Certificate, Associate Diploma, Graduate Diploma).

At least two years of relevant work experience at a level of responsibility in communication management.

Category 3

Students who have successfully completed the requirements of the Graduate Diploma in Communication Management at a credit level average will be eligible to apply to transfer to the Master of Communication Management program. These students will enter Semester 5 of the program.

Students in Category 1 and Category 2 will be eligible for up to two subject credits where they can provide evidence of having completed equivalent studies at a recognised tertiary institution at postgraduate level.

COURSE STRUCTURE

The course consists of the following subjects (all 6cp):

Core studies

56741 Managerial Communication
56748 Communication in the Group Context
56749 Issues in Organisational Communication
56743 Mass Communication Analysis
21770 Organisational Analysis and Management
56950 Communication Research
56951 Communication Management Research Design Seminar
56952 Communication Management Research Project
56953 Contemporary Issues in Communication Management

Elective specialisations

Human resource development

56745 Principles and Practices for Human Resource Development
56746 Managing Human Resource Development
56747 Issues in Human Resource Development

or

Public relations

56740 Managing Communication Media
56744 Public Relations Management
56742 Applied Public Relations

ATTENDANCE PATTERN

This program is offered on a part-time basis requiring evening attendance. Students will be expected to attend two three-hour classes each week. The normal time for completion of the requirements is three years (six semesters). In special circumstances the Faculty Board may grant an extension of time to complete.

TYPICAL PROGRAM

Semester 1

56741 Managerial Communication (6cp)
56745 Principles and Practices for Human Resource Development (6cp)

or

56740 Managing Communication Media (6cp)

Semester 2

56748 Communication in the Group Context (6cp)
56746 Managing Human Resource Development (6cp)

or

56744 Public Relations Management (6cp)

Semester 3

56749 Issues in Organisational Communication (6cp)

56747 Issues in Human Resource Development (6cp)

or

56742 Applied Public Relations (6cp)

Semester 4

56743 Mass Communication Analysis (6cp)

21770 Organisational Analysis and Management (6cp)

Semester 5

56950 Communication Research (6cp)

56951 Communication Management Research Design Seminar (6cp)

Semester 6

56952 Communication Management Research Project (6cp)

56953 Contemporary Issues in Communication Management (6cp)

AWARD OF THE MASTER OF APPLIED SCIENCE IN COMMUNICATION MANAGEMENT

i) In order to qualify for the award of the Master of Applied Science in Communication Management a student must complete 72cp unless exemptions are granted as defined in (ii) or (iii).

ii) Credit for relevant studies completed at the postgraduate level in other institutions (for which no postgraduate award has been received) may be granted by Faculty Board up to the maximum of two credits.

iii) Students may be permitted to substitute other graduate subjects offered in UTS for those in the defined program where duplication of previous studies would result from following the prescribed program. Each case will be considered on its merit and on a subject by subject basis.

iv) A student who fails a subject in a sequence must repeat it at a later semester or take another subject in its place where this is permitted.

v) A student who fails a subject in a sequence in which its passing is a prerequisite of the next subject in the sequence must repeat the subject failed before taking the next subject in the sequence.

vi) The normal time for completion of all the requirements of the Master's degree will be six semesters part-time. However, the Master's degree may be awarded to students who complete the requirements in eight semesters (part-time). In special circumstances the Faculty Board may grant an extension beyond that time or may permit students to complete their program in less than the normal time.

vii) Pursuant to Rule 3.3.7.2, dissatisfaction with a student's progress is 'double failure in any subject'.

Master of Applied Science in Information Studies (HL70)

Pre-1995 enrolment

The Master of Applied Science in Information Studies is designed to provide further education for professionals who are engaged in the provision of information for use by others by developing skills in the critical analysis of the body of knowledge of information science, and in the application of systematic enquiry to the theory and practice of information.

AIM OF THE COURSE

The overall aim of the course is to further educate information professionals who will be engaged in the provision of information required for use by others. The course will provide opportunities for intensive study of the theoretical knowledge base of information science; the development of conceptual and other skills required for high-level practice of information work; and the development of conceptual and other skills for systematic enquiry in the theory and practice of information.

At the end of the course, students can be expected to have acquired a conceptual understanding of the knowledge base of information science; an ability to reflect on and discuss at a conceptual level information science theory and information practice as a whole; a commitment and ability to contribute to the body of knowledge in information science through writing and research; and an awareness of their own personal and professional value systems and the impact of this on theory and practice.

ADMISSION REQUIREMENTS AND ASSUMED KNOWLEDGE

To be admitted to the course graduates will be required to demonstrate that they hold an Honours Bachelor's degree or equivalent (e.g. Bachelor's degree and further academic or professional experience), and have completed substantial study in the field of information studies or a related field, e.g. computer information systems, library science, communication management.

Mature-age admission, admission with advanced standing

University regulations will apply to applications for admission with advanced standing and to subject exemption.

Assumed knowledge of incoming students

Students are expected to demonstrate competence in basic mathematics and algebraic notation. Students' competence may have been developed through studies at high school or tertiary institutions, work experience continuing education or bridging courses.

Pre-entry occupational requirements

Because the course is oriented towards integrating the theory and practice of information work, students require at least two years' effective work experience in information provision. The effectiveness of this experience will need to be documented by applicants for admission.

COURSE STRUCTURE

The course consists of three components:

Information Studies which focuses on the body of knowledge in information science and issues in professional practice;

Supporting Studies which will assist students in their contribution to and the application of the body of knowledge to professional practice; and

Project which is based on systematic enquiry in the theory and practice of information and which serves to integrate Information Studies and Supporting Studies.

Information studies

55970 Information Practice Seminar (8cp)
55971 Information Science (8cp)

Supporting studies

55972 Research and Quantitative Methods (8cp)
Elective[1] (8cp)

Project

55973 Information Science Project (16cp)

[1]The elective subject is expected to contribute to the development of students as information practitioners. All students must take a subject or subjects equivalent to at least 8cp selected from any coursework Master's degree course offered within the University. Students will need to seek approval in writing from the Course Coordinator to enrol in the elective subject(s).

ATTENDANCE PATTERN

The course is offered on a part-time basis over two years (equivalent to one year of full-time study).

TYPICAL PROGRAM

Credit point values are shown in brackets.

Semester 1

55970 Information Practice Seminar (8cp)
55972 Research and Quantitative Methods (8cp)

Semester 2

55971 Information Science (8cp)
55972 Research and Quantitative Methods (cont.) (8cp)

Semester 3

55973 Information Science Project (8cp)
Elective (8cp)

or

55973 Information Science Project Elective (16cp)
55922 Information Elective Seminar (2cp)

Semester 4

55973 Information Science Project (cont.) (16cp)

The following are prerequisite subjects for Information Science Project:

55970 Information Practice Seminar
55971 Information Science
55972 Research and Quantitative Methods

AWARD OF THE MASTER OF APPLIED SCIENCE IN INFORMATION STUDIES

In order to qualify for the award of the Master of Applied Science in Information Studies a student must satisfactorily complete 48cp. A student who fails a subject in a sequence must repeat it at a later semester or take another subject in its place where this is permitted. A student who fails a subject in a sequence in which its passing is a prerequisite of the next subject in the sequence must repeat it before taking the next subject in the sequence. Pursuant to Rule 3.3.7.2, dissatisfaction with a student's progress is 'double failure in any subject'.

Master of Arts in Applied History (HH59)

The Master of Arts in Applied History (by coursework) develops participants' skills and knowledge for work in heritage, museums, radio and television history research or as freelance historians. It offers opportunities to historians working in or interested in innovative public history to reflect on the practice of history in the community, the marketplace and in academia.

ADMISSION REQUIREMENTS

Applicants are required to have an Honours degree in history or a related field e.g. archaeology. Applications will also be considered from those who have history in a Pass undergraduate degree, plus extensive work experience in history (e.g. documentary film maker, museum curator, consultant historian, historian in a heritage agency, history teacher).

APPLICATIONS

Applicants should complete the University Postgraduate Application form available from the UTS Information Service in Level 4, Tower Building or the Faculty Office in the Bon Marche Building. Applications usually close at the end of October for the following year.

Applicants can make an appointment with the Applied History staff to discuss their program.

The completed application form must be accompanied by a two-page statement outlining the applicant's reasons for interest in the Applied History program. Selection into the course is based on this statement. Applicants may be required to attend an interview.

Notification of the outcome of the application will be posted to the applicant in late January. Successful applicants will be informed by the Postgraduate Studies and Scholarships Office of the University as to the date of enrolment, fees and commencement of classes.

ATTENDANCE PATTERN

This coursework Master's degree is undertaken over four semesters part-time. Students will normally complete six subjects (48cp) over this time, enrolling in either one or two subjects in each semester. Classes are held as three-hour evening seminars, with field trips and workshops where appropriate. Each subject specific to this degree is worth 8cp.

COURSE STRUCTURE

All students must complete two compulsory subjects (16cp).

50800 History and Theory
50821 Applied History Independent Project

All students must complete a minimum of two subjects (16cp) but may do four subjects (32cp) from the postgraduate Applied History program. These include:

50801 Applied History Placement
50802 Museums and Heritage
50803 History, Computers and Interactivity
50804 Oral History and Memory
50808 Photography of History
50811 Applying Aboriginal Histroy
50813 Writing History

Students may do a maximum of two subjects (16cp) from the Faculty's undergraduate Applied History subjects. To complete these subjects at graduate level, MA in Applied History students will meet evaluation criteria additional to those for undergraduate students. The relevant subjects (with their undergraduate title in parentheses) include:

50803 History, Computers and Interactivity
50809 Film, Television and History
50810 Making Australia's Past (Popular Histories)
54213 Australian History

Assessment is by the pass/fail system only, and no subjects are graded. Pursuant to Rule 3.3.7.2, dissatisfaction with a student's progress is 'double failure in any subject'.

Note: The compulsory Applied History subject is taught each year, in the first semester. The other Applied History subjects are usually rotated through a two-year cycle. This means that not all subjects are available in any one year. All subjects may be offered, however, over any two-year period.

Master of Arts in Communication Management (HL73)

The Master of Arts in Communication Management is designed to provide for the professional and scholarly development of people interested in the broad field of communication management. It aims to develop conceptual understandings of communication management in managerial, professional, business and societal contexts, extend the professional competency of people who are responsible for managing communication resources and processes in diverse occupational settings, develop knowledge and critical and analytical skills in communication management appropriate to working in consultancy and management roles, extend knowledge and skills in a specialist area of communication management related to particular professional needs, and develop competencies in research and theory building in selected areas of communication management.

COURSE OBJECTIVES

Graduates from the course will be expected to have acquired the professional knowledge and skills necessary for the tasks associated with the management of communication in a range of organisational contexts; the conceptual, analytical and communication skills required of professionals and an advanced knowledge of issues affecting professional communication practice; an understanding of the communication manager and client as individuals responding to interpersonal, organisational and social forces; an awareness of professional value systems and the role of the communication practitioner in a profession and in society; the ability to apply academic learning to practice; competencies in systematic inquiry methods; and an understanding of the theoretical foundations of various aspects of communication management.

Pursuant to Rule 3.3.7.2, dissatisfaction with a student's progress is 'double failure in any subject'.

ADMISSION REQUIREMENTS

Candidates for admission to the Master's program normally would have an Honours degree or equivalent. Probationary admission may be granted to applicants who fulfil one of the following requirements: a three-year Bachelor's degree or equivalent; a two-year diploma with two years of appropriate professional practice; five years of appropriate professional practice.

Students are expected to demonstrate high level analytical skills and demonstrate knowledge of the work performed by communication professionals. It is assumed that students will possess basic numeracy and computer skills which may have been gained through formal or informal education studies, work experience or bridging courses.

COURSE STRUCTURE

The course structure consists of three components:

Communication Management Studies which provide the graduate with the knowledge and skills needed by professionals engaged in managing communication processes and resources (30cp);

Specialised Studies which give students the knowledge and skills useful for particular communication functions and environments (18–24cp);

Advanced Studies which give students the opportunity to extend conceptual understanding in the management of communication and to apply this knowledge to a particular problem (24cp).

SPECIALISATIONS

Public Relations

This option is designed for students who wish to develop advanced competencies in the professional practice of public relations and who may require Public Relations Institute of Australia accreditation. In addition to the Communication core subjects, students will complete the following:

56963 Public Relations 1 (6cp)
56964 Public Relations 2 (6cp)
and an appropriate elective

Elective subjects

The electives are expected to contribute to the development of students as communication managers. It is expected that the Professional Communication Practice subject will assist students to select electives on the basis of relevance to their individual needs and interests, as well as appropriateness to their current or intended area of communication practice. Students will need to seek approval in writing to enrol in the elective subject(s). They should submit to the Course Coordinator reports detailing their professional needs as related to the course, and their assessment of the contribution the elective(s) will make to their own communication management.

Subjects available as electives include:

56962 Public Communication Analysis (6cp)
56963 Public Relations 1 (6cp)
56964 Public Relations 2 (6cp)
56965 Video Production (6cp)
56966 Advertising and Media Management (6cp)
55910 User Documentation 1 (6cp)
55911 User Documentation 2 (6cp)
55915 Health Information (6cp)
55917 Publishing (6cp)
55913 Business Information (6cp)

TYPICAL PART-TIME PROGRAM

Semester 1

56956 Foundations of Communication Management (6cp)
56957 Professional Communication Practice (6cp)

Semester 2

Specialisation/Elective (6cp)
Specialisation/Elective (6cp)

Semester 3

56958 Work Group Communication (6cp)
55901 Research and Data Analysis (6cp)

Semester 4

56959 Organisational Communication (6cp)
Elective (6cp)

Semester 5

56960 Contemporary Issues in Communication Management (8cp)
56961 Communication Management Project

Semester 6

56961 Communication Management Project (16)

The core Communication subjects and a completed specialisation or series of electives are prerequisite subjects for the Advanced Studies.

Master of Arts in Information (HL72)

The course will provide opportunities for the development of conceptual and other generic skills required for professional work, study of the knowledge base of information provision, and integration of information knowledge and skills with previously acquired expertise gained through education and/or professional practice.

COURSE OBJECTIVES

Graduates from the course will be expected to have acquired: the professional knowledge and skills necessary for carrying out the tasks associated with a range of occupational settings in information; the conceptual and analytical skills required of professionals; an understanding of the needs, motivations and behaviours of clients; an awareness of professional value systems and the role of the practitioner in a profession and in society; the personal communication and information skills required of competent professionals; the ability to apply academic learning to practice; competencies in systematic inquiry methods; understanding of the information environment and the social and economic issues which influence professional practice; and an understanding of the theoretical foundations in their area of specialisation.

Pursuant to Rule 3.2.6.2, dissatisfaction with a student's progress is 'double failure in any subject'.

ADMISSION REQUIREMENTS

Candidates for admission to the Master's program normally would have an Honours degree or equivalent. Probationary admission may be granted to applicants who fulfil one of the following requirements: a three-year Bachelor's degree or equivalent; a two-year diploma with two years of appropriate professional practice; five years of appropriate professional practice.

In order to progress to the final semester full-time or the part-time equivalent, students must receive a credit or higher in 24 of the 48cp undertaken in the first year full-time or the part-time equivalent and have no more than one fail in the 48cp undertaken. Students who successfully complete two semesters full-time or the part-time equivalent and do not go on to the final semester(s) will be awarded a Graduate Diploma in Information.

Advanced Standing

Advanced standing packages will be developed for students holding an undergraduate degree or Graduate Diploma from the School of Information Studies and current first year part time students. Normal University Rules and procedures will apply to other students seeking advanced standing.

Assumed knowledge and skills

Students are expected to demonstrate high level analytical skills; knowledge of the work performed by information professionals; competence in basic mathematics and algebraic notation; and basic computer skills.

Evidence of competency in numerical and computer skills may be shown through formal or informal education studies, work experience or bridging courses.

COURSE STRUCTURE

The course structure consists of four components:

Core (required) Information Studies which provide students with the knowledge and skills needed by professionals engaged in the provision of information for others (24cp);

Specialisation Studies which give students the knowledge and skills useful for particular information functions and environments (18–24cp);

Elective Studies which give students the opportunity to take subjects relevant to their individual needs (0–24cp);

Advanced Studies which give students the opportunity to extend conceptual understanding in their areas and to apply this knowledge by developing an information consolidation product or service (24cp).

The Core Information Studies, the Specialisation and/or Elective Studies subjects are prerequisites for the Advanced Studies.

SPECIALISATIONS

Information Provision

This option is designed for students who wish to gain Australian Library and Information Association accreditation. In addition to the core subjects listed above students will complete the following:

55906 Organisation of Information (6cp)
55907 Information Retrieval (6cp)
55908 Information Project Development (6cp)
55909 Information Products and Services (6cp)

Teacher Librarianship

This option educates information professionals who will be engaged in the provision of information within the education environment. Graduates from this specialisation will be eligible for Australian Library and Information Association accreditation. In addition to the core subjects listed above, students must complete:

55906 Organisation of Information (6cp)
55907 Information Retrieval (6cp)
55920 Teacher Librarianship 1 (6cp)
55921 Teacher Librarianship 2 (6cp)

User Documentation

This specialisation is designed for professionals who will be involved in compiling specialised information and translating it into a language and format suitable for particular target groups. In addition to the core subjects, students must complete:

56908 Information Project Development (6cp)
55910 User Documentation 1 (6cp)
55911 User Documentation 2 (6cp)
One elective (6cp)

The elective may be taken from any Master's level course in the University. Subjects which cover video and multimedia production are especially recommended.

Students not undertaking one of the established specialisations will complete the core subjects and four electives. Two of these electives must be taken from subjects offered by the School of Information Studies and one of these must be an information subject. Depending on the subjects chosen, students may be eligible for Australian Library and Information Association accreditation.

Subjects offered as electives include:

Information

55906 Organisation of Information (6cp)
55907 Information Retrieval (6cp)
55908 Information Project Development (6cp)
55909 Information Products and Services (6cp)
55910 User Documentation 1 (6cp)
55911 User Documentation 2 (6cp)
55912 Bibliographic Control[1] (6cp)
55913 Business Information[1] (6cp)
55914 Child and Young Adult Information[1] (6cp)
55915 Health Information[1] (6cp)
55916 Information and Records Management[1] (6cp)
55917 Publishing[1] (6cp)
55918 Research Methods (6cp)
55919 Statistics (6cp)

Communication

56009 Advertising and Media Management[1] (6cp)
56956 Foundations of Communication Management (6cp)
56965 Video Production[1] (6cp)

[1]In these subjects students may attend some lectures with students from the Bachelor of Applied Science in Information Studies. Objectives, assessment tasks, reading requirements and small group work, however, will be different.

Guidelines for elective subject(s)

The electives are expected to contribute to the development of a student as an information professional. It is expected that the electives will be selected on the basis of:

- relevance to the individual needs and interests of the student;
- appropriateness to the area of information practice in which the student is or intends to be involved;
- contribution to the student's development as a professional engaged in providing information to others.

Students will need to seek approval to enrol in electives. They should consult with the Course Coordinator and provide an assessment of the contribution the electives will make to their planned area of information practice.

TYPICAL PROGRAM

Full-Time

Semester 1

55900 Professional Practice (6cp)
55901 Research and Data Analysis (6cp)
55902 Information Behaviour (6cp)
55903 Information Production and Presentation (6cp)

Semester 2

Specialisation/Elective (6cp)
Specialisation/Elective (6cp)
Specialisation/Elective (6cp)
Specialisation/Elective (6cp)

Semester 3

55904 Information Seminar (8cp)
55905 Information Project (16cp)

Part-Time: User Documentation

Semester 1

55903 Information Production and Presentation (6cp)
55900 Professional Practice (6cp)

Semester 2

55908 Information Project Development (6cp)
Elective (6cp)

Semester 3

55902 Information Behaviour (6cp)
55901 Research and Data Analysis (6cp)

Semester 4

55910 User Documentation 1 (6cp)
55911 User Documentation 2 (6cp)

Semester 5

55904 Information Seminar (8cp)
55905 Information Project (16cp)

Semester 6

55905 Information Project (16cp) (cont.)

Part-Time: Information Provision

Semester 1

55903 Information Production and Presentation (6cp)
55900 Professional Practice (6cp)

Semester 2

55906 Organisation of Information (6cp)
55908 Information Project Development (6cp)

Semester 3

55902 Information Behaviour (6cp)
55901 Research and Data Analysis (6cp)

Semester 4

55907 Information Retrieval (6cp)
55909 Information Products and Services (6cp)

Semester 5

55904 Information Seminar (8cp)
55905 Information Project (16cp)

Semester 6

55905 Information Project (16cp) (cont.)

Part-Time: Teacher Librarianship

Semester 1

55903 Information Production and Presentation (6cp)
55900 Professional Practice (6cp)

Semester 2

55906 Organisation of Information (6cp)
55920 Teacher Librarianship 1: Curriculum (6cp)

Semester 3

55902 Information Behaviour (6cp)
55901 Research and Data Analysis (6cp)

Semester 4

55904 Information Seminar (8cp)
55921 Teacher Librarianship 2: Management (6cp)

Semester 5

55904 Information Seminar (8cp)
55905 Information Project (16cp)

Semester 6

55905 Information Project (16cp) (cont.)

Master of Arts in Journalism (H058)

The Master of Arts in Journalism is a coursework degree designed for graduates who have some experience in the communication industries.

The course aims to produce journalists who not only have a high level of professional skill but can also produce work of intellectual depth, and contribute to the discussion of ethical and legal issues relevant to journalism. The course has a regional and multicultural focus.

Students can choose to develop a broad range of skills or to specialise in print, radio or television. Students are encouraged to publish the journalism they produce during the course.

The MA in Journalism is based in the Australian Centre for Independent Journalism and students will be actively engaged in the work of the Centre, its publications, *Reportage* and *Snoop*.

ADMISSION

Candidates must have an Honours degree or equivalent, and experience in the communication industries.

Candidates with a Pass undergraduate degree will need to demonstrate how their background and experience provides them with the equivalent of an Honours degree. A case for equivalence may include reference to post-Bachelor studies e.g. Graduate Diploma; and/or production of major pieces of broadcast or published work; and/or relevant professional or industry experience.

Judgement of equivalence to an Honours degree will be made with reference to the extent to which the candidate can demonstrate the high level of analytical skills required to commence Master's level studies.

In terms of experience, relevant industries and professions can include the radio, newspapers, television and film industries, publishing, public relations, information officers (e.g. in community-based organisations), broadcasting and press policy organisations.

Applicants must be proficient in written and spoken English and have basic wordprocessing skills.

STAFFING

The Journalism area is staffed by three full-time journalism teachers all of whom have experience in print and broadcast journalism. In addition, there are a number of other experienced journalists employed part-time. The Course Adviser has overall responsibility for the course and the progress of Master's students. He/she will also provide some extra supervision for students who wish to publish work during the course.

ASSESSMENT

The MA in Journalism will be awarded on a pass/fail basis of five compulsory and three elective subjects, including a final project of a high standard. The final project will be assessed by internal supervisors, although where possible feedback will also be obtained from experienced professionals outside of the University. Pursuant to Rule 3.3.7.2, dissatisfaction with a student's progress is 'double failure in any subject'.

COURSE STRUCTURE

The academic year for 1995 commences in February, and while classes do not commence until early March, students who are enrolling in the Master of Arts in Journalism will be required to attend an orientation week program during the preceding week.

The course will consist of seven subjects worth 8cp each and one subject (50439 Final Project 2) worth 16cp, a total of 72cp. The course can be completed over three semesters full-time or five semesters part-time.

Students will complete five compulsory subjects which have been designed especially for this degree. In addition, students will choose electives from certain subjects available to undergraduate Journalism students and certain other subjects available at UTS and

approved by the MA Course Adviser as appropriate for this program.

Compulsory subjects[1]:

50431 Research and Reporting for Journalism
50437 Regulation of the Media
50438 Final Project 1
50439 Final Project 2 (16cp)
50450 Advanced Journalism Theory

[1] Graduate only subjects.

Electives[2]

Students choose **three** electives from the undergraduate journalism program in the Faculty, including:

54241 Print Features
54242 Print Production and Subediting
54243 Radio Journalism
54244 TV Journalism 1
54340 Electronic Publishing
54341 Investigations
54342 Publications: Techniques and Practice
54343 Radio Features
54344 Specialist Reporting
54345 TV Journalism 2

or other elective subjects from the undergraduate and postgraduate program of the Faculty, with the approval of the Course Adviser.

A special field subject 50440 Journalism Attachment is available only to Master's students.

Students will plan their course with the Course Adviser.

Most Master's classes are available during the evening but part-time students should be aware that they may be required to attend the University for at least half a week-day each semester. The course is demanding and requires a solid commitment.

[2] Where student numbers permit, graduate students will be placed in post-graduate classes. In other cases post-graduate students will attend classes with senior undergraduate students.

RESEARCH DEGREES

The Faculty offers four research degrees:

Master of Arts (by thesis) (H052)

Master of Arts in Writing (H057)

Doctor of Philosophy (H054)

Doctor of Creative Arts (H060)

The Faculty has the capacity to supervise candidates in the fields of communication and information policy; media, cultural and textual studies; social, political, and historical studies; information studies; and communication studies. Within these broad fields, there are specific areas of supervision capacity which change slightly each year. For further information consult the Faculty's Research Degrees Information Sheet.

Research degrees are undertaken wholly or mainly by thesis. The Master of Arts in Writing also involves specified coursework, which must be completed before supervision of the thesis commences. The other degrees may involve some coursework, depending on the particular needs of individual students.

They are especially valuable for those people wishing to pursue an academic career, a career in research, or an advanced level of professional practice.

The Master of Arts (by thesis) is suitable for those who have an Honours degree or equivalent, and takes two years full-time to complete. It provides an opportunity for graduates to develop their research skills, to deepen their knowledge in some area of the social sciences and humanities, and to undertake some original research. The Master of Arts in Writing is for those who have an Honours degree or equivalent, as well as experience in writing, and who wish to develop both their writing skills and their command of theoretical issues in writing.

The Doctoral degrees provide an opportunity for graduates to acquire high-level research skills, and to make a major contribution to knowledge. Entry into these degrees is on the basis of proven research achievement. The

Doctor of Philosophy is for those who have a research Master's degree, or who have a First Class Honours degree. The Doctor of Creative Arts is for those who have both academic qualifications at least to the level of an Honours degree, as well as an established reputation in professional media and creative arts practice. Both take three years of full-time research and writing/media production to complete.

Each student is supervised by a member of staff with appropriate expertise. In the case of Doctoral students, two supervisors are allocated, a Principal Supervisor and second Co-Supervisor. A major basis for the acceptance of applications for admission to these programs is the availability of an appropriate supervisor.

Master of Arts (by thesis) (H052)

Subject numbers for enrolment:

51777 MA Thesis (Humanities) (F/T)
51778 MA Thesis (Humanities) (P/T)
57977 MA Thesis (Information Studies) (F/T)
57978 MA Thesis (Information Studies) (P/T)

The Faculty of Humanities and Social Sciences offers an MA (by thesis) for students who wish to undertake independent research. A Master's thesis is normally a work of 30,000 to 40,000 words. Coursework at Honours and graduate level may be prescribed, according to individual student requirements.

While the usual Master's thesis is written in dissertation style, candidates may, if they wish, illustrate their argument by also submitting film, video, sound/audio, photography or other formats together with the written dissertation.

The entry requirement of the Master of Arts is an Honours degree or equivalent. Selection criteria for admission include the level of qualifications, the Faculty's ability to offer appropriate supervision in the applicant's chosen field of study, and potential to carry out original research.

Master of Arts in Writing (H057)

Subject numbers for enrolment:

50325 MA Writing Thesis Seminar 1
50326 MA Writing Thesis Seminar 2
50327 MA Writing Project (F/T)
50328 MA Writing Project (P/T)

The MA in Writing is offered to students who already have significant experience in writing and wish to develop their theoretical knowledge of, and practical skills in, creative writing.

The course has a compulsory coursework component (textual theory seminar plus two production or studies electives) and a thesis component. The thesis is a book-length piece of creative writing in any literary genre.[1]

The normal entry requirement for the Master of Arts in Writing is an Honours degree or equivalent. Selection criteria for admission include the quality of the applicant's portfolio of written work, and the Faculty's ability to offer appropriate supervision in the applicant's chosen field of writing. The expertise of the permanent writing staff includes fiction, non-fiction and writing for performance.

[1] For students enrolled from 1995 there is a requirement for an evaluative essay of at least 3,000 words.

Doctor of Philosophy (H054)

Subject numbers for enrolment:

51987 Doctoral Thesis (Humanities) (P/T)
51988 Doctoral Thesis (Humanities) (F/T)
57987 Doctoral Thesis (Information Studies) (P/T)
57988 Doctoral Thesis (Information Studies) (F/T)

The PhD provides an opportunity for graduates to acquire high level research skills, and to make a major contribution to knowledge.

A PhD thesis is normally a work of 80,000 to 100,000 words. While the Doctoral thesis is normally written in dissertation style, candidates may, if they wish, illustrate their argument by also submitting film, video, sound/audio, photography or other formats. Applicants should contact the Course Coordinator for further information about non-print and non-traditional formats for thesis presentation.

Entry requirements for the Doctor of Philosophy are a research Master's degree, or a First Class Honours degree. Selection for admission to the Doctoral program is based on the level of qualifications, and the Faculty's ability to offer appropriate supervision in the applicant's chosen field of study.

Doctor of Creative Arts (H060)

Subject numbers for enrolment:

51989 Doctoral Project (F/T)
51990 Doctoral Project (P/T)

The Doctor of Creative Arts (DCA) is for graduates who have a substantial record of achievement in the media and the creative arts who want to undertake substantial research in the areas of media and cultural production such as writing, film, video, radio and sound.

The work produced for the DCA is of equivalent intellectual scope and level to a PhD, but is offered in non-traditional forms. Work in one of these forms (creative writing, film, video, radio, sound) is accompanied by a 30,000-word dissertation relating to the work.

While the Faculty may be in a position to provide access to media production facilities for DCA candidates, it provides neither training in the use of those facilities, nor the cost of materials.

Entry requirements for the Doctor of Creative Arts are normally an Honours degree and an established reputation in professional media or cultural production practice. Selection for admission is based on the level of achievement in the candidate's chosen field, and the Faculty's ability to offer appropriate supervision in the applicant's chosen field of study.

APPLICATIONS

Applicants must complete the Application for Admission form and, where applicable, the supplementary information form. The forms are available from and should be returned to the UTS Information Service, Level 4, Tower Building, Broadway.

Applicants should frame their application against the selection criteria for each of the courses (available from Faculty Research Office) and supply copies of all documents required.

Applicants should contact the appropriate Course Coordinator to discuss their proposed research project and possible supervisors prior to submitting their application.

EXAMINATION

All theses are examined externally by distinguished and appropriate scholars. Examiners for the DCA and the MA in Writing may include distinguished critics or media practitioners. Examiners are recommended by the Faculty's Higher Degrees Committee, and approved by the University Graduate School Board.

SCHOLARSHIPS

There are three types of postgraduate research awards available: the Australian Postgraduate Awards, the University Doctoral Research Scholarship and the RL Werner Postgraduate Research Scholarship. Application forms are available in September and have to be submitted by the final Friday in October.

Information sheets and application forms are available from the UTS Information Service, Level 4, Tower Building, Broadway. For further information on scholarships contact the Postgraduate Studies and Scholarships Office on Level 5, Tower Building, City campus or by telephoning 330 1521.

SUBJECT DESCRIPTIONS

Guide to subject descriptions

The subject descriptions shown below indicate the subject code and name, the number of credit points for the subject (e.g. 3cp), the duration of the subject, indicated as semester weeks, if applicable, and the number of formal contact hours each week (e.g. 3hpw). For some subjects there may also be practical components off-campus, and this is indicated in the text. Also shown are the prerequisites or corequisites, if any, and a brief outline of the content.

Prerequisites are subjects which must be completed before taking the subject to which they refer. Corequisites may be completed before or be taken concurrently with the subject to which they refer.

50229

TELEVISION ADVERTISING

6cp; 3hpw

Aims to provide a detailed critical and practical breakdown of how television advertisements are produced and what economic, political, cultural and historical pressures are at work during the various stages of production: from concept brief, storyboard and pre-production details to casting, lighting, set designing, location hunting, shooting, editing and post-dubbing sound and voice-overs and titles. This Production subject also examines in detail the theories and criticisms made of television advertising by various industry 'gurus', lobby groups and academics with the view to encouraging more socially conscious, aesthetically stimulating and politically sensitive ads on a wide range of issues for clients ranging from small community groups to corporate enterprises.

50310

NARRATIVE WRITING

6cp; 3hpw

Combines a theoretical consideration of the structures of narrative with practical exercises in such areas as story and discourse, narration, character and stream-of-consciousness as well as further work in point of view, voice dialogue etc. There is the opportunity to work on extended pieces of narrative in both fictional and non-fictional modes.

50311

WRITING WORKSHOP

6cp; 3hpw

A workshop subject which introduces wordprocessing and desktop publishing skills. Student work is workshopped with a special emphasis on editing for publication. A series of lectures will acquaint students with aspects of the publishing industry, and readings of texts will expand student awareness of the diverse possibilities of contemporary writing.

50312

SHORT STORY WRITING

6cp; 3hpw

Provides a forum for student practice in the short story form. Emphasis is on the realist tradition of the modern short story with its techniques of characterisation, narrative continuity, flexible point of view, and use of symbolism. Although the subject's emphasis is on the workshopping of students' stories, the class also examines the writings of established authors on their craft, as well as some representative stories from modern writers.

50313

GENRE WRITING

6cp; 3hpw

Offers students the opportunity to work in genre fictions such as detective, thriller, science fiction, romance, and fantasy. The genre varies from year to

year depending on student demand and availability of staff and is also designed to complement Genre Studies within the Textual Studies major. This subject concentrates on students' own writing in the genre. Topics include audience and publishing as well as the codes, conventions and structures of genre fiction.

50314

EXPERIMENTAL WRITING

6cp; 3hpw

Offers students the opportunity to work in experimental fiction. Emphasises developments in writing from modernism to post-modernism and furthers the discussion of the relationship between politics and aesthetics. Topics include the self-conscious narrator; the 'unreliable narrator'; work which questions its own structure; the relationship of film technique to the new writing; montage; cuts; juxtaposition; absurdism; surrealism; expressionism; dislocation of narrative continuity; and writing as 'process'.

50315

POETRY WRITING

6cp; 3hpw

Offers students the opportunity for extensive work in poetry. Emphasises the development and modes of modern poetry through theoretical readings, analysis of literary examples and discussion of students' writing. Contemporary Australian poetry is located within the debates surrounding romanticism, modernism, and post-modernism. Emphasis is placed on the student's own writing through a series of practical exercises in such techniques as interior and exterior viewpoints, lyric and narrative modes, author monologue and author-reader 'dialogue', rhyme, assonance, dissonance, alliteration, and metrics.

50316

PLAYWRITING

6cp; 3hpw

Offers students the opportunity to work in a range of dramatic forms intended for live performance. The main emphasis is on the student's own writing, through practical exercises in exposition, conflict, plotting, entrances and exits, and scene setting. A variety of forms is considered in readings and workshops, with some emphasis on experimental and 'absurd' drama.

50317

RADIO WRITING

6cp; 3hpw

Offers students the opportunity to work in a range of audio writing areas centred on radio drama and features. Emphasis is placed on the student's own writing and a series of practical exercises involving monologue, dialogue, scene setting, adaptation, use of tags, sound effects, vocal characterisation, narrative strategies and plotting. Issues include research methodology for features; and the use of printed and oral material, such as diaries, poetry, and archival material.

50319

SCRIPTWRITING FOR FILM AND TELEVISION

6cp; 3hpw

Offers students the opportunity to develop skills in scriptwriting for film and television, with primary emphasis on narrative scriptwriting. Students write a short script and the classes follow a script through synopsis, treatment, scene breakdown to final draft. Practical exercises focus on issues such as character, dialogue, exposition, point of view and narrative structure. The subject also discusses the difference in writing for film and television.

50320

ADVANCED SCRIPTWRITING

6cp; 3hpw

This advanced level subject provides a number of options for students wishing to take their scriptwriting work to industry standard or equivalent. According to student interest and the availability of staff, the subject in a given semester might concentrate on: writing for broadcast television; independent, low-budget screenwriting; documentary scriptwriting.

50321

SPECIAL WRITING WORKSHOP

6cp; 3hpw

Designed to meet the needs of different areas of intersection of the Writing major. Content will alternate among the following areas: journalism, in particular editing; an advanced writing workshop course premised on the publishing component of 50311 Writing Workshop; a course with a specific performance focus. The content of the subject will be advertised in advance. It is not envisaged that this course will be offered more than once every two years.

50322

WRITING PROJECT

6cp; 3hpw

Offers students the opportunity to work on a sustained piece of writing of their own choice, either in drama or narrative. Writing projects are individually supervised. Project proposals must be submitted and approved before enrolment in the subject. This subject also includes a series of readings by students and guest writers as well as seminars on such topics as the structure of the publishing industry in Australia and State funding of the arts. Guests such as literary editors, publishers' editors, and reviewers are invited to participate.

50323

WRITING FOR PERFORMANCE

6cp; 3hpw

Takes up the theory and practice of writing intended for individual or group performance in any medium. Teaching is primarily through workshops which will consider such aspects of craft as the structure of action, characterisation, suspense, imagery, subtext, exposition, improvisation, translation of a text to the stage (or other medium).

50325

MA WRITING SEMINAR 1

8cp; 3hpw

In this unit students will workshop each other's writing in a detailed manner. It will also be a discussion seminar designed to examine the techniques of literary genres, the place of writers in the Australian publishing industry, and philosophies behind the teaching of writing. Students will be expected to be able to discuss their technique in terms of the social or aesthetic problems their writing is attempting to solve.

50326

MA WRITING SEMINAR 2

8cp; 3hpw

See description for subject 50325.

50327

MA WRITING PROJECT (F/T)

See description for subject 50325.

50328

MA WRITING PROJECT (P/T)

See description for subject 50325.

50330

ADVERTISING PRACTICE

6cp; 3hpw

An introduction to the professional practice of advertising: the concepts used, the skills and techniques applied, the organisational structure and

operation of advertising agencies, their interrelationships with other parts of the communication industry.

50331

ADVERTISING COPYWRITING (PRINT)

6cp; 3hpw

Covers techniques of research, layout and writing of print advertisements, including newspaper, magazine, direct mail, leaflet and brochure advertising. Emphasis is placed on the role of the writer in an advertising agency; client advertising; briefing; and finding and evaluating advertising approaches. The subject runs along workshop lines with writing assignments in and out of class.

50332

ADVERTISING COPYWRITING (TV, RADIO, FILM)

6cp; 3hpw

Explores techniques of writing advertising for television and radio. Emphasis is placed on different scripting requirements for electronic media with a look at cinema advertising, the 'translation' of advertisements from one medium to another, and the integration of multimedia campaigns.

50333

ADVERTISING STRATEGIES

6cp; 3hpw

An examination of and practice in a variety of visual and verbal persuasion methods in television, radio, print, and other media. Students take part in individual and group presentations of solutions to various advertising problems, and as members of 'jury panels' gain some insight into the analysis and evaluation of advertising techniques. In the second half of the semester, students work as a group, planning, documenting and executing an advertising strategy.

50334

CRITIQUES OF ADVERTISING AND PUBLIC COMMUNICATION

6cp; 3hpw

Offers a theoretical and critical introduction to analysing the advertising and public communications industries, their practices and strategies. Traces the historical, political, economic and cultural forces which these industries have had on capitalism, both locally in Australia and internationally. Questions the role of multinational and post-colonial companies of the First World and their involvement in Third World countries. Examines the various ways in which the consumer is constructed and positioned as a subject. Investigates the use of semiotics, psychoanalysis, content analysis, behaviourism, Marxism, feminism and aesthetics in the struggle to make sense of the increasingly wide range of media texts, and the corporate ideologies that privilege and promote certain products, individuals and values above others in society. Looks at the structure of the industries, and the discourses and professional practices of the workers within the various departments and agencies. Questions how alternative, dissenting voices can make themselves heard from within or from the margins of corporate/government machines or broadcast systems. Focuses on the moving image and sound track in advertising and public relations media with references to print culture.

50335

IMAGE AND TEXT

6cp; 3hpw

Critically examines the relationship between still and moving images and words. Includes theories of visual and textual design; layout, printing techniques and publishing processes; theories of images and text; use of semiotics, textual theory and post-structural developments analysis. Covers the history of image and text; relationships and what political, economic and cultural forces were affecting

specific developments in various industries. Offers production skills in how to manipulate and integrate text with specific images in a wide range of contexts. Some of the types of image text works examined include logos, film and video trailers, computer graphics, rock clips, MTV, scratch and rap videos, newspaper and magazine layout, promotional pamphlets and flyers, various books, posters, billboards, graffiti, blimps, T-shirts, labels, shopping bags and concrete poetry.

50336

VISUAL AND VERBAL STRATEGIES

6cp; 3hpw

Critically examines the increasingly important role of visual and verbal communication strategies in a wide range of media industries – particularly in advertising and public relations; traces the history of oratory and visual displays in different countries with special emphasis on Australia; and examines theories of verbal communications and visual presentations. Some of the specific texts looked at include 7-text; home-video and direct video/television marketing; rock videos as advertising; press releases; propaganda – Fascism, USA, USSR, England, Third World countries and various political lobby groups in Australia such as the 'White Shoe Brigade' and unions; Sky Channel; indirect advertising strategies; personalities as 'Stars' and self as commodity/advertisement. How to organise the promotion of a range of products, issues and causes to community groups, government organisations and corporate bodies. A Production subject which encourages the generation of campaigns using a combination of techniques that can be adapted to suit the audience needs and context.

50337

ART AND ADVERTISING

6cp; 3hpw

Traces the historical linkages between high art and advertising and seeks to critically analyse the increasingly pervasive intertextual relationship between these two previously isolated industries. Examines the political, economic and cultural forces that have brought about this symbiotic relationship. Topics include Art Deco, Constructivism, Cubism, Futurism, Surrealism, Social Realism, Bauhaus, Abstract Expressionism, Pop Art, Fluxus, Super Realism, Conceptual and Post Object Art, Performance Art, Trans Avant-Garde and Neo-Expressionism. Discusses the relationship between modernism and post-modernism as they involve advertising; high art marketing – artist 'stables', gallery systems, government grant systems, sponsorship of art by corporate bodies, manufacture of the Neo, auctions e.g. Christies); art as commodity fetish/aesthetic; appropriation of artworks by advertising and vice versa – the property laws of the original artwork; copyright; role of television and the press in popularising art through advertising e.g. Benson and Hedges. Students produce a major project that explores the direct connection between art and advertising.

50338

DESKTOP PUBLISHING

6cp; 3hpw

A Production subject which critically examines the impact of desktop publishing on society and encourages students to produce their own projects using such programs as Word, Write, Draw, Paint, Superpaint, PageMaker, PosterMaker and a variety of graphics packages. Topics covered include history of desktop publishing and printing industries; political, economic and cultural implications of the electronic revolution in the media, home, office and education; terminology and concepts used in DTP; how DTP has affected print design styles, typography and illustration techniques; what capabilities DTP holds for future work environments; and how to set up a DTP workshop ergonomically.

50339

TELEVISION ADVERTISING

6cp; 3hpw

Aims to provide a detailed critical and practical breakdown of how television advertisements are produced and what economic, political, cultural and historical pressures are impinging on the various stages of production: from concept brief, storyboard and pre-production details to casting, lighting, set designing, location hunting, shooting, editing and post-dubbing sound and voice-overs and titles. Post-production stages are also studied in depth from marketing to distribution and account managing. Examines the relationship between ads and programming: from time buying and sponsoring of TV events, sports and mini-series to political advertising and polls.

This Production subject also examines in detail the theories and criticisms made of television advertising by various industry 'gurus', lobby groups and academics with the view to encouraging more socially conscious, aesthetically stimulating and politically sensitive ads on a wide range of issues from clients ranging from small community groups to corporate enterprises. The subject also takes the student through the practical skills of making a TV ad as well as how to present ideas to the client at the various stages of production. Students produce a short video advertisement or exposé in the course and this is presented at the end of the semester.

50340

JOURNALISM 2

6cp; 3hpw
prerequisite: 50201 Journalism 1

Advanced news writing and newspaper production are included in this subject. The focus is on developing research, interviewing, writing and editing skills. Students choose an area in which to specialise over the semester. Seminar classes are used to analyse and critically evaluate the stories the students write.

The aim of the subject is to develop news-writing skills to a fairly high level. Lectures are structured around a series of addresses on key areas of journalism by specialist/senior journalists as guest lecturers. This is designed to introduce students to practising journalists and to develop insights into a variety of methods and techniques of reporting. The subject aims to acquaint students with both the institutions covered by the reporters (State and Federal Parliament, industrial relations, courts, police, business and finance, defence) and the role of the media and journalists within these institutions. Class discussion and assessment of the weekly stories students write enable students to learn from the experiences of others.

Students choose an area which they cover for a semester to develop skills in building up contacts and expertise, accuracy and depth in reporting.

50341

SUBEDITING AND PRINT PRODUCTION

6cp; 3hpw
prerequisites: 50201 Journalism 1, 50340 Journalism 2

Subediting, layout, design and production class with an emphasis on newspapers and magazines. Covers the use of electronic technology in print production, photojournalism and typography. Combines lectures in design and related areas with practical experience in producing a newspaper.

50343

ISSUES IN JOURNALISM

6cp; 3hpw
prerequisites: 50201 Journalism 1, 50340 Journalism 2

Combines research, production and writing skills. Students are expected to undertake original research in a journalistic area, prepare a class seminar on it, write it as an article and then prepare it for publication, in the Faculty's *New Journalist* magazine or elsewhere.

50344

SPECIALIST REPORTING AND MAGAZINE WRITING

6cp; 3hpw
prerequisites: 50201 Journalism 1, 50340 Journalism 2

Offers students the opportunity to develop skills in various specialist areas of reporting including politics/government; business/finance/economics; computers/science/environment; arts/lifestyle; and city reporting. The speciality will vary from year to year depending on student demand and the availability of staff. Examines the role of the specialist journalist and concentrates on developing expertise in the area under examination, including advanced research and writing skills. There is a growing demand for specialist journalists and this subject helps equip students with some of the skills necessary to move into these areas.

50345

INVESTIGATIVE JOURNALISM

6cp; 3hpw
prerequisites: 50201 Journalism 1, 50340 Journalism 2

Rather than concentrating on a narrow description of investigative journalism (crime, corruption etc.) this subject is designed to familiarise students with the range of sophisticated research techniques. The techniques range from use of the public record, to leaks, interviews, chequebook journalism and electronic data analysis. Addresses questions relating to the ethics and politics of investigative journalism, and examines its historical development and role.

50346

EDITING 1

6cp; 3hpw
prerequisites: 50201 Journalism 1, 50340 Journalism 2

Addresses methods of creating the concept of a publication; determining editorial priorities; commissioning articles, artwork, cartoons, photographs and photojournalism; dealing with contributors; managing staff; typesetting; using computer-generated text and graphics; copyediting; proofreading; page design; using colour; subediting; layout; printing; distribution, circulation; and advertising and marketing. Many of these concepts will be developed in the practical environment of producing the magazine, *New Journalist*. Students will be confronted with most of the above issues in the process of producing this magazine. It is hoped that this magazine will act as a showcase for the work of other students in the Faculty, and will seek to achieve national distribution.

50347

EDITING 2

6cp; 3hpw
prerequisites: 50201 Journalism 1, 50340 Journalism 2
continuation of 50346 Editing 1

50348

TELEVISION JOURNALISM 1

6cp; 3hpw
prerequisites: 50201 Journalism 1, 50340 Journalism 2, 50203 Screen Production

This introduction to television journalism will cover a range of issues including a historical overview of broadcast news and current affairs reporting; institutionalisation of production; implications of corporate and public sector ownerships; networking; and news as show business. It will also address legal and technical issues. At a production level, students will gain experience in interviewing and writing for television; planning and producing simple stories; working with crew; and basic editing techniques.

50349

TELEVISION JOURNALISM 2

6cp; 3hpw
prerequisites: 50201 Journalism 1, 50340 Journalism 2, 50203 Screen Production

Primarily a research/workshopping subject focusing on the team planning/production of longer, more complex current affairs/documentary reports. Preparatory work would involve looking at different visual styles, and exploring different formats and approaches to information television. (Students with a demonstrated commitment to documentary work may be able, numbers permitting, to consider following Television Journalism 2 with the Documentary subject offered by the Film and Video major.) The workshop component will include sessions on refining interviewing skills; writing for longer pieces; practical approaches to the preparation of lengthy reports; research planning/budgeting considerations; clarification of crew roles; consultation on presentation techniques, graphics, and supering.

50350

PUBLIC RELATIONS: PROCESS AND PRACTICE

6cp; 3hpw

Students are introduced to the complexities and certainties of public relations practice through three streams of activity: class sessions which examine a model of the stages of systematic practice; a field exercise that requires students to find out from practitioners their professional perspectives and work methods; and workshops in which students come to grips with the problems of 'live' clients (of their own choice) and the development of solutions.

50351

PUBLIC RELATIONS: RESEARCH AND COMMUNICATION

6cp; 3hpw
prerequisite: 50350 Public Relations: Process and Practice

In this intermediate subject, students come to grips with the desk, field and 'formal' components of practical public relations research; mount a full public relations program for a 'live' client of their choice; and discuss and prepare a major paper on allied theoretical aspects of public communication.

50352

PUBLIC RELATIONS: ISSUES AND MANAGEMENT

6cp; 3hpw
prerequisite: 50350 Public Relations: Process and Practice

In this intermediate subject, students are required to undertake a short internship in a public relations office; undertake work for a 'live' client; and in class sessions examine the theory and practice underlying the 'issues management' approach to the detector-evaluator-interpreter-communicator functions of public relations practice.

50353

PUBLIC RELATIONS PROJECT

6cp; 3hpw
prerequisite: 50350 Public Relations: Process and Practice

In this advanced subject, students undertake a major exercise in one of three areas: a full-scale campaign of appropriate complexity for a 'live' client; a field study of some aspect of public relations practice in Australia; or a reading and research project on some aspect of the theoretical uncertainties surrounding public relations practice. A substantial report is required. A series of regular journal seminars complements the fieldwork.

50355

TOURISM

6cp; 3hpw

Critically analyses the tourist industry in Australia specifically with reference to the international scene. This is a final year Production subject which places students in 'real' work situations where they have to tackle a variety of problems and develop a strategy for the smooth operation of a site. Topics covered include history of tourism; theory and practice of tourist agencies and departments; critical approaches to tourism; questions of nationalism, colonialism and post-colonialism; corporate sponsored ventures; resorts (e.g. Hayman Island, Yulara, Sanctuary Cove, Darling Harbour); role of the media in tourism – television programs such as Holiday, Nature of Australia, Leyland Bros, World Around Us; museums and anthropology; exploration, trade, military conquests and religious missionaries; multinationals and the Third World economies; travel versus tourism; tourist villages such as Disneyland, Wonderland and Dreamworld; and places such as Surfers Paradise.

50356

PRINT AND AUDIOVISUAL PROJECT

6cp; 3hpw

A final year advanced subject needed to complete the major. Students are required to work with a selected client in the 'outside' world such as a community group, corporate company, small business, educational institution or government body. After consultation with the client and the lecturer, a suitable topic is chosen and researched in detail. Throughout the development of the major project, the student is in constant contact with both client and lecturer, discussing all stages of pre-production, creation and post-production of the work. Emphasis is placed on seeking to deliver an innovative job that meets the needs of the client while remaining critical in its objectives. Throughout the semester students will meet as a group with the lecturer to discuss common problems and issues concerning the political, economic and cultural implications of their ideas and production strategies. At the end of the semester each student will present her/his major project in detail to the class as well as a written report or essay.

50357

COMMUNITY RELATIONS AND THE PUBLIC SPHERE

6cp; 3hpw
prerequisite: 50350 Public Relations: Process and Practice

Students undertake research and analysis into specific cases with the view to gaining promotional skills and experience in the field of community relations. The subject examines the relationship between public relations and community relations. Class sessions examine various strategies and topics useful to promoting causes and views of the non-corporate sector.

50358

PUBLIC RELATIONS: CASE STUDY

6cp; 3hpw
prerequisite: 50350 Public Relations: Process and Practice

Offers students experience in dealing with major public issues and how they impact upon the community. Involves examining the historical, cultural, political and economic implications of the public issue under study and how best to promote the views of non-profit community organisations and lobby groups. Gives hands-on approach to developing information packages and involves fieldwork and research methods.

50360

AUDIO PRODUCTION

6cp; 3hpw

Focuses on advanced recording techniques, in mono and stereo, and post-production techniques including

multitracking and advanced 2-track mixing. Questions of perspective composition and structure are examined in depth, as are issues in the construction of listener and the status of the radio program as a model for dissemination.

50361

RADIO JOURNALISM

6cp; 3hpw

Focuses on broadcast journalism for news and current affairs programs. Students are expected to work with a program of at least weekly frequency. Includes advanced interviewing and scriptwriting, investigative reporting, program organisation and presentation and more theoretical concerns such as concepts of news, objectivity and verification.

50362

RADIO REPRESENTATION

6cp; 3hpw

Examines various conceptual and operational approaches to issues in the representation on radio of events, processes and debates. Explores practices of montage, narrative and voice. Examines the genre of documentary and feature programs, broadly defined, including oral history, soundscapes, dramatised features and voice-pieces. Develops skills in research, investigation, composition and structure, with special attention to point of view debates about realism and access to the media.

50364

SOUND PERFORMANCE

6cp; 3hpw

Concentrates on innovative areas of sound-art, sound-performance, sound-text and environmentally-based pieces. Looks at some historical instances of sound-art but chiefly at contemporary forms – within sound and across mixed media objects. Work in the course will extend post-production studio techniques of composition, reflecting a sequence of different contexts for sound art-forms – radiophonic, multimedia, theatrical, musical, installation or live performance.

50365

RADIO PROJECT

6cp; 3hpw

As the final subject in the Radio Production area, this encourages students to develop their skills in the specific fields they anticipate working in professionally. Students may choose a broadcast form from the electives they have taken earlier in the major, e.g. journalism or documentary, and then negotiate with their supervisor a project of adequate sophistication. The project must be produced to a standard comparable to that expected in the junior ranks of the profession. The subject aims to be a bridge between the student situation and the industry, in terms of both the supervision process and the standard of work.

50367

RADIO MUSIC

6cp; 3hpw

Examines both conceptually and operationally prevailing practices of music presentation on radio. Emphasises two main areas: the construction of the live music show, and key elements in the recording and mixing of musical sounds. This is combined with issues and practices in general radio presentation in live-to-air formats, and the ways in which music is combined with other elements, such as voice and interview, to compose programs.

50368

RADIO SEMINAR

6cp; 3hpw

Provides opportunities for in-depth research and debate around a central issue – political, critical or artistic – within radio and sound. Topics chosen for Radio Seminar must reflect a challenging and innovative approach to

contemporary broadcast and/or audio practices. A new topic is proposed whenever Radio Seminar is offered. Beyond the general requirement that this topic acts as a pivotal point for research and study, and that coursework should lead through to production and program making, the syllabus is to be devised anew for each semester's Radio Seminar.

50370

VIDEO STUDIO AND POST-PRODUCTION

6cp; 3hpw

Designed to follow 50203 Screen Production, this is a core subject for any students who wish to use video as their primary production medium in the rest of the major. Students will be taught the basic operational and crewing skills involved in working in a small studio environment; an understanding of the 'video signal'; and proficiency in video post-production and special effects techniques. Practical work is set within the theoretical context of video as a medium for mass communication, and also a medium which is used for explanatory and artistic pursuits, both inside and outside its broadcast context.

50371

FILM AND VIDEO DRAMA

6cp; 3hpw

Fosters students' abilities to communicate with actors and develop appropriate visual style for their programs. It is the main subject within the major which concentrates on work with actors and on basic techniques of coverage. Students will work intensively on short scenes applying various techniques to elicit performances from actors. They will also work on various ways of covering short scenes to produce different textual results. Part of the work will be viewing, analysis and criticism of existing film and video programs and there will also be practical exercises to increase students' directing skills. Students will work on relevant exercises in and out of class and will finally produce a short scene on video using two actors.

50372

FILM AND VIDEO DOCUMENTARY

6cp; 3hpw

Students will be encouraged to apply what they learn in the documentary subject(s) in screen theory to their work. They will develop their abilities to use various documentary techniques in the construction of documentary programs and will view and analyse some existing documentary works. Exercises will be set to develop skills in vérité filming, shooting for cutting, interview, voice-over, expressionistic sequences, reportage and exposition and the construction of an argument through use of sound and image. Students will be required to develop a treatment for a short documentary for possible production at a later date.

50373

VIDEO PRODUCTION: NEW TECHNIQUES

6cp; 3hpw

An exploratory subject where students study a wide range of video forms, looking at the production techniques and tools of the video artist, and the meaning and expression of video works in other cultures. The work of European, Japanese and American video-makers and designers is studied and students are encouraged to experiment with the expression of their own ideas in either taped sequences or installations.

50374

FILM AND VIDEO: PROJECT 1

6cp; 3hpw

Students take conceptual work from other subjects in the major or from other areas of the degree and develop a production project. It is expected that this project will also extend the level of technical skills which a student has reached in the previous subjects. This subject is available for students to take a

project, which has previously been developed to final draft script, and for which there is evidence of preproduction work, through all production stages to post-production.

50375

FILM ANIMATION

6cp; 3hpw

Introduces students to film animation in all its aspects from idea, script, storyboard, artwork, preproduction to shooting and post-production. A broad range of animation techniques are studied. By a series of structured exercises, students are encouraged to develop their own style of animation and to take through to completion a two- to three-minute 16 mm or Super-8 animated film.

50376

FILM AND VIDEO SOUNDTRACK

6cp; 3hpw

Designed for those students who want to explore soundtrack composition and work on their own soundtracks in more detail and with more time than that which can be offered in other subjects of the major. Aims to increase an awareness in students of the important role that sound plays in the aesthetic composition of their film and video work and to complement the soundtrack subject in the Sound Studies major. Topics include sound recording and microphone techniques; recording and composing music for the soundtrack; spatial qualities of recorded sound, volume, echo, equalisation and sound synthesis; and tracklaying and mixing. Students will learn the operational skills required to record location sound and use the Media Centre's sound post-production areas.

50377

VISUAL STYLE

6cp; 3hpw

This subject will only be offered occasionally and the content of the course will vary, depending on demand and on who is available to teach the course. It allows the students to focus in depth on a particular visual style, for example, cinéma-vérité, one-shot filming, static frames or close-up work, or genres such as film noir. In some semesters the subject may cover a number of different styles. There will be analysis of existing work done with the visual style under study, and lectures, demonstrations and exercises designed to teach students how to produce that visual style in their own work. Students will work with scripts and treatments and work out appropriate visual styles and storyboards or coverage plans for these.

50380

SYNC SOUND FILMMAKING

6cp; 3hpw

Introduces students to 16 mm sync sound film production. Class exercises are designed to increase understanding of the technical aspects of the various crew roles in a 16 mm production: direction, cinematography, camera operator, camera assistant, first assistant, sound recordist, boom operator. Students rotate roles on three main 16 mm exercises which concentrate on visual style and coverage. These exercises are then taken through editing, tracklaying to sound-mix stage. There will be restriction of entry to this subject because of resource limitations. Classes will be balloted each semester.

50381

16 MM AND 8 MM EXPERIMENTAL FILM TECHNIQUES

6cp; 3hpw

Develops students' 16 mm non-sync filmmaking skills and in particular encourages experimentation in image construction and the relationship of soundtrack to image. There is emphasis on referred images using the Bolex Camera and Optical Printer. Students work on their own individual three-minute films which are taken through all stages of production.

50382

SCRIPT AND PRODUCTION

6cp; 3hpw

Enables students to develop the skills necessary to produce a short film or video outside the context of the major. Screenings of independent film and video work will provide the framework for study of the wider film and video industry and culture. Issues of producing a project – budgeting, raising money, funding submissions, contracts, marketing and distribution – will be related to the context for film and video making within Australia. Students will be provided with encouragement in their attempts to raise financial support for their projects.

Students take a script at first draft stage and work through script revision, production planning, budgeting, and issues of preproduction and production management to shooting script. While the subject provides script discussion and emphasis on reworking a script through several drafts, it does not cover the basic skills of scriptwriting. These are dealt with in a separate subject.

The subject provides students with a strong basis of script development and preproduction, from which to enter Project 1 or Project 2, or to develop a project within other subjects. They may develop a project which they pursue after the degree.

50383

FILM AND VIDEO: PROJECT 2

6cp; 3hpw

Provides the opportunity for students to complete project work at an advanced level. Demands a high level of skill in all areas: conceptual links to the work of the degree as a whole, as well as scriptwriting and technical skills. Students make links to the community/industry outside the major and begin to clarify their goals after the course. The project work completed in this subject is expected to be used by students to pursue their film/video work upon leaving the University.

In order to be accepted into the subject, students must give evidence of a script that has been worked through from first draft to final draft (or detailed treatment if a documentary) and preproduction (planning budget, schedule, details of cast and crew). The subject will be structured around the production schedules for the projects. Shooting scripts, preproduction, rehearsals, camera and lighting workshops will be emphasised for the first part of the semester. After a period of film shooting, the sessions will focus on editing workshops, concentrating on students acquiring professional skills in both editing image and soundtrack. Each student will work in different crew roles on several other projects (camera operator, camera assistant, sound recordist, boom operator, art director, continuity). This will assist them to assess their own skills in particular areas, and their desire for specific technical training in the film industry after university.

50389

AUSTRALIAN ADVERTISING CULTURE

6cp; 3hpw

Examines the history, culture, theory and practice of advertising in Australia. Deals with how an agency works in all its account and creative departments, and with clients, media and market research companies. Also practically works through producing a campaign in all stages of research and development. Students select a campaign topic, contemporary or historical; carry out research and analysis into its brief, strategy and rhetoric; then produce a critical response in the form of either a new campaign or a critique using one or a combination of media e.g. print/radio/video/computer/DTP project.

50392

FEATURE WRITING AND COPYEDITING

6cp; 3hpw

Explores the development of feature writing from the social realist writers of the 19th century to the polemical and descriptive essays, new journalism and literary journalism of the 20th century. Examines and assesses the research, interviewing and reporting methods and techniques used to facilitate this type of writing. Students will also assess the ethical and moral dilemmas posed by such in-depth journalism, and the methods and importance of copyediting will be canvassed in a workshop. This subject is particularly targeted at those interested in print journalism, enabling them to develop writing skills and an understanding of the development of feature writing, one of the dominant modes of journalism.

50400

AUSTRALIAN COMMUNICATION POLICY

6cp; 3hpw

A critical study and analysis of past, present and possible future policies in Australia covering broadcasting, information and telecommunications. Topics include the role of the Australian Broadcasting Tribunal; the Broadcasting Act; the development and uses of AUSSAT; networking of commercial television and radio; implications for the traditional national broadcaster; the status of the Special Broadcasting Service; issues in public broadcasting; how the possibility of privatisation affects government bodies like Telecom; the merging of telecommunications and computer technology; and the need for a national information policy. Students make a close study of examples of the institutions, processes and language of policy formation and implementation and are encouraged to participate in a current issue.

50401

NEWS AND CURRENT AFFAIRS

6cp; 3hpw

Examines the production of news and current affairs in the media from the perspective of the journalist in the workplace and the relationship between professional and scholarly ways of viewing this production process. Aims to bring these into focus with each other for the practising journalist. Topics covered include theories of news; the hegemonic process and structures of mediation; the organisation of journalistic work practice; objectivity and verification processes; the maintenance of consensus in newsrooms; the information and public relations industry; and the effect of technology on journalists' work practices. This subject is primarily aimed at students undertaking journalism subjects elsewhere in the course and, as much as possible, draws on students' experience in journalism.

50402

BROADCAST MEDIA

6cp; 3hpw

A historical investigation of radio and television, particularly in Australia, covering the development and present status of the dual system; the nature of early radio and television and their social impact; the history of broadcasting organisations; and the relationship between station owners and program producers. The policy of localism and its supersession by satellite networking will be looked at. There will be an examination of broadcast material from a variety of periods and sources, and discourses about broadcast media. The changing relationship between broadcasters and audience will also be investigated.

50403

POPULAR PRINT CULTURE

6cp; 3hpw

Furthers students' understanding of the history of the print medium of

communication, locating that history in its wider social, political and economic context. This is especially useful for students undertaking production work in journalism, creative writing and advertising. Provides a historical examination of the popular newspaper, magazine, and comic book industries, particularly in Australia, Great Britain, and the USA since the late 19th century. Analysis focuses more or less equally on the production, the texts, and the readership of these popular non-book print forms. Changes in production, texts and readership are studied in relation to such issues as the ways in which these print forms draw on old and create new popular concerns and myths; their specificity according to class, gender, ethnic and national relations; questions of ideology, information and entertainment; their relation to the electronic media; the role of advertising; and the technology and institutional context of their production.

50404

INTERNATIONAL ASPECTS OF COMMUNICATION

6cp; 3hpw

With the development of satellites and other communication technologies that can be controlled from outside a nation's borders, the major question to be addressed is the status and meaning of the demand for 'national sovereignty'. This has been perceived by less powerful countries as being undermined by the transnational structure of media and communication service industries for some time. This subject examines this 'free flow of information' debate and the attempts by various countries to take or keep control of their own communication apparatuses in the face of market dominance and deregulatory pressures. It raises particular questions about Australia as a listening post for US military communications, and its role in the Pacific region as Australian communication organisations link with interests elsewhere.

50406

LEGAL ASPECTS OF COMMUNICATION

6cp; 3hpw

Examines the body of law applicable to the Australian media, and the institutions, processes and policies involved in its formulation and administration. This is not a formal law course; it is designed to provide students undertaking a communications and technology, journalism, advertising or public relations major with a working appreciation of the legal requirements that operate in these areas of communications practice. This subject covers such areas as broadcasting law, trade practices, advertising and marketing legislation, copyright, defamation, film production law, as well as issues such as freedom of information, privacy, censorship and special legal problems arising from developing communications technology.

50407

MUSIC AND MASS CULTURE

6cp; 3hpw

An introduction to the sociology of music using a wide range of examples from Western and non-Western cultures. Emphasis is on the evolution of a mass cultural audience in a number of social formations, and on the role which music has played in producing this audience. This subject focuses on ethnomusicology and its theories, social criticism in music, the state of the Australian music industry and the relation between rock and 'art' music since 1945.

50408

SOUND INSTITUTIONS

6cp; 3hpw

Commences with the emergence of a host of sound recording, reproduction and distribution technologies at the end of the 19th century and the early years of the 20th century, and examines the ways that certain technologies gained pre-eminence. The development of both

national and commercial radio will be examined in the light of competing interests and technologies, and related to changing patterns of domestic, cultural and commercial life as sound distribution technologies entered the home. Changes to broadcasting and listening patterns with the introduction of television and the development of the music recording industry will be covered. The final part of the subject will deal with the changes to Australian broadcasting in the 1970s and 1980s, including the crisis in public service broadcasting, networking and the introduction of FM in the commercial sector, and the emergence of community and ethnic broadcasting.

50409

MEMORY AND THE CULTURAL IMAGINARY

6cp; 3hpw

The way a culture reflects on its present state and future often involves the contemplation of a diversity of cultural artefacts – museums, monuments, media texts, public spaces and so on. This subject studies a range of historical, philosophical and cultural research on memory and asks how this fuels what can be called a 'cultural imaginary' – the mirrors a society erects to imagine itself for others.

50410

CONSUMERISM AND THE MEDIA

6cp; 3hpw

Discusses some of the ways in which notions of culture have been developed in relation to Modernism with emphasis on the media as generators of mass culture. The first part of the subject is about developments in the politics and aesthetics of culture in the Weimar period in Germany between the wars, from which the Frankfurt School of criticism developed. The Frankfurt School critical theory, however, was based on disillusionment with Modernism's ability to provide a critical account and intervention into the mass culture industries of advanced capitalism. The debates about aesthetics and politics of culture which were generated then have continued to influence the critiques of consumerism and the mass culture industries of our own time, especially certain post-modernist developments based on a debunking of the modernist ideas of progress and experimentation.

50411

THEORIES OF THE IMAGE

6cp; 3hpw

The relationship between images, forms of thought and cultural change in painting, photography and film will be discussed. The emphasis will be on theories that have challenged the ways we think about and look at images from, for example, the Futurists' utopian attempts to free artistic forms from traditional rules and restrictions, to the debates about the nature of photography versus painting, to the theory about image-movement and time-movement in film which is challenging accepted film theory.

50412

THEORIES OF SUBJECTIVITY

6cp; 3hpw

A discussion of theories bearing on notions of 'self', 'human nature', 'sexual identity': in particular Freudian and Lacanian theories of the subject. Ways in which these theories have influenced, and do influence, film theory and other media studies are discussed: particular attention is given to the relations between media culture and the construction of subjectivity.

50413

THEORIES OF CULTURE

6cp; 3hpw

Explores the prevalent notions of cultural value (moral, aesthetic, rational) which are embodied in religions, sciences and other cultural practices. This will be done using Friedrich Nietzsche's philosophy of the genealogy

of morals, transvaluation, nihilism, and willpower as the basis of a critique. Nietzsche's break with the metaphysical tradition of Western philosophy has given rise to a renewed interest in the question of cultural values which has influenced contemporary thinkers such as Michel Foucault, Gilles Deleuze, Jacques Derrida among others. Also addresses the relevance of these philosophical critiques for the cultural changes brought about by developing technologies in multinational economies.

50414

MEDIA CONTROL AND RESISTANCE

6cp; 3hpw

The media comprises both institutions and techniques of control and resistance, key technologies in strategies of power. This subject explores the articulation of these strategies and the practices of resistance which have been developed. In particular, dimensions of power affecting social groups subordinated by gender, race, ethnicity, disability, age and class are analysed, as are their attempts to create and hold their own media spaces. As media technologies change, so do the social sites of power. The subject then focuses on the ownership and control of media, the organisation processes of production, the discourses promulgated and challenged within media products, and the way in which audiences are affected by the work they do.

50415

DEVELOPMENT, DEPENDENCY AND JOURNALISM

6cp; 3hpw

Examines the traditional debates between modernisation and dependency theory with respect to the ideologies, traditions and expectations made of journalists in modernising both socialist countries and liberal democracies. Case studies for examination will be selected from countries in the Asia–Pacific region and countries with a socialist political system. Recent theoretical trends away from the development/dependency dipole are examined, as is the changing role of the media in the socialist and formerly socialist countries.

50420

DESIRE AND THE SOCIAL

6cp; 3hpw

'Culture' is a problematic concept. It is often employed in very loose or in rigidly reductionist ways. This unit provides a different perspective by looking at the construction of desire in advanced capitalist social systems. Focuses on the way desire is integrated into economics, politics and the state, knowledge and rationality, art and media. The theories discussed offer a productive approach to culture rather than a consumerist one. The subject will explore the implications of this for various cultural practices, particularly in relation to the media.

50421

WORLD CULTURE

6cp; 3hpw

Studies a wide range of attempts – historical, political and cultural – to produce the notion of an undifferentiated 'world' or 'global' culture. Particular attention is paid to concepts as diverse as Renaissance humanism, imperialism and cultural imperialism, 'globalisation' by the media, cultural syncretism, and the new technologies.

50422

SPECIAL INTEREST SEMINAR IN THE PHILOSOPHY OF CULTURE

6cp; 3hpw

Allows for the possibility of special interests in the philosophy of culture to be addressed as they arise. This subject may be taught by visiting lecturers.

50423

TECHNOLOGY AND CULTURE

6cp; 3hpw

This examination of technology and culture will focus on a series of particular case studies around gender, sex, and race. The ways that scientific and technological discourses construct sexual, racial, and ethnic differences will be discussed. The philosophy of technology is a relatively new area of study. Some of the most interesting developments have come from Martin Heidegger's critique of technology. The relationship of subjectivity and ethics to those questions will also be discussed.

50424

THEORIES OF FEMININITY AND MASCULINITY

6cp; 3hpw

The sexualisation of post-war advanced capitalist cultures has produced results which cast doubt on the sources of individual eroticism. This subject will look at the social construction of femininity and masculinity in the light of the modernisation and post-modernisation of sex. Key theoretical contributions on the fate of the body in the modern and post-modern condition will be discussed in relation to sexuality and textuality (including fashion and pornography), the treatment of sexual perversions, and reproduction technologies.

50425

CULTURE AND THE AVANT-GARDES

6cp; 3hpw

Focuses on various aspects of culturally revolutionary behaviour: bohemianism, dandyism, amateurism; beatnik, hippy, punk, art-School punk; and the culture of avant-gardism in art, music and film. Particular attention is paid to wider social and political consequences of these predominantly cultural activities.

50431

RESEARCH AND REPORTING FOR JOURNALISM

8cp; 3hpw

This is the first in a series of three seminars that must be completed sequentially by all students in the MA Journalism. This seminar is designed to develop students' reporting and research skills by extensive field work. It will concentrate on basic news reporting including reporting institutions, such as parliament, police, courts, business, and education, as well as spot news and running stories. Students will be set real reporting assignments and deadlines and will be expected to cover most news areas.

50437

REGULATION OF THE MEDIA

8cp; 3hpw

This course examines the ways in which the production and consumption of media and information are regulated. Rather than examining the law in isolation, the course looks at policy making and implementation of the law in the context of broader economic, political and social processes. While the substantive law in key areas will be outlined, there will be a strong emphasis on understanding legal processes and the way in which the law works in practice.

50438

FINAL PROJECT 1

8cp; 3hpw

The course will provide students with an understanding of what is involved in carrying out a major piece of journalism production and the theory behind it. Early seminars will concentrate on the research strategies, planning and information collection involved in in-depth production work. Students will be given the opportunity to analyse major stories with experienced journalists and previous Final Projects with students who have completed the degree. In the

second half of the course, students will develop a research proposal for a Final Project which will include a discussion of the reasons for selecting the topic and medium, a review of other recent journalism in the area, the resources required to complete the project and likely research base and sources. The proposal should include a discussion (accompanied by a bibliography) of theoretical perspectives which could be used to develop a critique of the production work.

50439

FINAL PROJECT 2

16cp; 3hpw
prerequisite: 50438 Final Project 1

Students will complete a major project in print, radio or TV. This project will be accompanied by an essay discussing the methodological production, legal, ethical and theoretical issues raised by the journalism production involved in the Final Project. Students will present three workshops during the semester. The first will be based on a work-in-progress report; the second will be a draft of the Final Project; and the third and last will be a presentation of the completed Final Project.

50440

JOURNALISM ATTACHMENT

8cp; 105hrs

Students work on a full- or part-time basis for approximately 105 hours in a situation in which they will be expected to produce professional journalism. They will receive feedback from the attachment industry-based supervisor as well as the lecturer responsible for this subject. Students will be required to present a critical review of their experience in a seminar open to all MA in Journalism students. This paper will deal with insights gained into professional practice and the link between journalism theory and practice.

50450

ADVANCED JOURNALISM THEORY

8cp; 3hpw

This unit considers the production of news and current affairs in the mass media and analyses it at two levels. At the first, it uses a range of theoretical positions to analyse the production process. At the second, it considers the relative utility of those theoretical positions in order to establish their strengths and weaknesses. The aim of the course is to take students' practice as journalists and producers and ground it in a thorough understanding of the theoretical, ethical and political issues involved in news production.

50451

THESIS PROJECT (STUDIES) (F/T) (BA (HONS) IN COMMUNICATION)

24cp

This is taken by students who wish to produce their work in a print format. The work should demonstrate a capacity for independent high level theoretical engagement with a research problem, and a capacity to communicate the outcome of the research in an appropriate manner. The project is carried out under individual supervision. Joint projects may be accepted, in which case the extent of the work would reflect the collaboration involved. A single project would normally be 12,000–15,000 words.

50452

THESIS PROJECT (STUDIES) (P/T) (BA (HONS) IN COMMUNICATION)

24cp

See 50451 Thesis Project above for details.

50453

THESIS WORKSHOP (BA HONOURS IN COMMUNICATION)

8cp

Assists students with the preparation of their thesis and suggests ways of placing their work in a wider academic and social context. Issues include conventions of inquiry and expression in the humanities and social sciences; differing conceptions of knowledge and its evolution; the nature and limits of 'academic freedom'; and the historical context in which intellectuals, scholars and academics are formed and act. The major requirement is the presentation by students of seminars on their thesis projects.

50454

METHODOLOGIES IN CULTURAL STUDIES

8cp; 3hpw

Presents an overview of major tendencies and schools of cultural and critical thought in this century. Questions of method, social and political background and assumptions, and the structure of these debates in their time will be complemented by concrete representative case studies, enabling students to compare and evaluate theoretical positions. Among the significant cultural studies movements examined are: the Frankfurt School, mass observation, Marxist cultural theory, Russian semiotics of culture, the Birmingham School for contemporary cultural studies, studies in 'popular culture', 'working class culture' and 'youth culture', and recent 'mentalities' approaches.

50455

PHILOSOPHY OF THE SOCIAL SCIENCES

8cp; 3hpw

A seminar concerned with major issues in the social sciences as they emerge in contemporary debates about the state, power and ideology (including debates about bureaucracy). The main themes of the subject will be: how do we conceive the state, state power, and ideology, and the relationships among these? Do we need a theory of the state, or of ideology? What is the relationship of bureaucratic organisation to the state and ideology? Is a stateless society possible? The subject will approach these issues from a comparative perspective.

50456

TEXTUAL STUDIES HONOURS SEMINAR

8cp; 3hpw

Examines the writing of criticism as a particular kind of social activity and offers a brief typology of some current forms of criticism. Concentrates on a series of 'critical occasions' – quite localised 'performances' of criticism which display quite different understandings of what it is they are doing and what relation they have to other critical displays.

For some, criticism is a theoretical activity possessing explicit political goals related to contemporary social movements in the areas of class, gender and ethnicity. For others it is a distinctively rhetorical activity: an exercise in ethical self-stylisation and self-problematisation; a 'paraliterary' or 'ficto-critical' activity posing severe problems for traditional notions of 'critical distance' in commentary. For the 'new historicism' it involves using more local, contingent modes of textual historicisation than those provided by Hegelian-Marxist traditions of textual interpretation. Some of these accounts problematise conventional notions of vision, depth and exteriority.

Overall the unit will try to clarify these different understandings of what is involved in the writing of criticism to decide what relations, if any, they might have to one another.

50457

THEORIES OF THE VISUAL

8cp; 3hpw

The unit examines a number of different forms of visual representation (painting,

photography, cinema, television, video) together with their different forms of theoretical-critical description. The course also examines the broader theoretical debates within which these forms of visual representation have been placed (e.g. visual representation and the representation of history; memory; nostalgia and the visual – from the photographic image through to such things as cinematic/televisual documentary; recent charged historical issues such as Vietnam, the Freedom Rides, AIDS and issues of representation, and recent material on pornography and gender. Not all of these media forms, theoretical perspectives or specific issues are covered each year.

50459

SEXUALITY, SOCIAL ORDER, CULTURAL CONTROL

8cp; 3hpw

This subject will enable advanced cultural analysis and critique in the field of gender and sexuality, and science and technology, and will enable students to read more deeply and apply in case studies the work of theorists such as Foucault and Haraway.

50461

ORGANISATION AND CHANGE AGENTS

6cp; 3hpw
corequisite: 52029 Organising EEO

This unit critically evaluates and demonstrates the socially constructed nature of mainstream organisational and management theory. It provides students with analytical skills in identifying power and political processes in organisations as a consequence of their location within structures of social inequality based on class, gender, race/ethnicity and age. It introduces students to alternative conceptualisations of organisations and focuses attention on the potential, and appropriate strategies, for integrating change programs to benefit organisational participants and organisational aims.

50462

STRATEGIC MANAGEMENT AND EEO

4cp; 2hpw,
prerequisite: 50461 Organisation And Change Agents

This unit introduces students to the contested nature of the concept of strategy, both in its use within organisational and managerial discourse and within social analysis. It provides students with concrete empirical instances of strategic action in implementing EEO/AA projects/programs and develops analytical skills in adapting and introducing similar initiatives.

50463

IMPLEMENTING EEO (PROJECT)

6cp; 3hpw
prerequisite: 50461 Organisation and Change Agents or 52029 Organising EEO;
corequisite: 50462 Strategic Management and EEO

This unit will bring together the knowledge and skills developed in earlier and concurrent units in the Graduate Certificate in EEO Management in the practical implementation of students' own EEO/AA organisational change intervention. Students will be introduced to basic statistical techniques to facilitate data analysis in their projects. These will be academically supervised by University staff members.

50464

THESIS PROJECT (PRODUCTION) (F/T) (BA (HONS) IN COMMUNICATION)

24cp; 3hpw

This is taken by students who wish to produce an audio/visual and/or electronic work through which they can demonstrate an advanced standard of media production skills, and reflect advanced research, analysis and expression. The production work is accompanied by a written academic document which describes and analyses the production process and the substance of

the project. The project is carried out under individual supervision. Joint projects may be accepted, in which case the extent of the work would reflect the collaboration involved. A single project would normally have a duration of 30 minutes or equivalent.

50465

THESIS PROJECT (PRODUCTION) (P/T) (BA (HONS) IN COMMUNICATION)

24cp; 3hpw

See 50464 Thesis Project above for details.

50502

INTERNATIONAL POLITICS

6cp; 3hpw

Analyses post-war political and economic developments: cold war strategy; international trade and finance; the World Bank and the IMF; the UN and the concept of universal human rights; the arms race and global militarisation; and disarmament and peace initiatives.

50504

AUSTRALIA IN THE WORLD ECONOMY

6cp; 3hpw

Examines the development of the Australian economy to its present stage of integration into the global network of trade and finance. Australia's role in the international division of labour is analysed in relation to the economic policies of the major political parties and their trade, currency and debt strategies.

50506

GENDER, CULTURE AND POWER

6cp; 3hpw

Investigates the social construction of gender through cultural practices and power relations. Asks how and why there have been historical differences in the relationship between sex, sexuality and gender. There are also case studies of specific political/cultural interventions in order to see their effects on the sex/gender/power nexus. Specific areas examined may include the construction of homosexuality; and feminism, femininity and female sexuality.

50507

THE MAKING OF THE THIRD WORLD: LATIN AMERICA, AFRICA AND THE MIDDLE EAST

6cp; 3hpw

Explores theories of the Third World and its predicament, especially development and dependency theory. Policies and panaceas offered by the 'North' to the problems of poverty and underdevelopment will be critically examined. The creation of the Third World is examined in relation to the pre-colonial and post-colonial histories of Latin America, Africa and the Middle East.

50508

NATIONALISM, POPULISM AND FASCISM

6cp; 3hpw

Focuses on fascism as a mass movement. Locates fascisms in particular historical moments and analyses them through political, economic and cultural perspectives. Examines in particular populism and nationalism as central mobilising forces of fascist discourses and asks to what extent populism and nationalism are necessarily coterminous with fascism. Also examines ways in which 'memory' and historical study of classic cases of fascism such as Italy and Nazi Germany inform understanding of current politics and ideologies.

50510

CULTURE, RACE AND ETHNICITY

6cp; 3hpw

Concerned with exploring various theoretical accounts of race and ethnicity. The first part of the course will focus on the construction of 'race', and the historical and political location of racism. The second will explore theories

of 'race' and 'ethnicity' in the context of ethnic mobilisation and ethnic politics.

50512

COMPARATIVE RELIGION

6cp; 3hpw

A survey of the beliefs, practices and history of the major world religions, and discussion of the diversities and similarities of religious systems, theories of religion and their place in contemporary societies.

50514

CRIME, MADNESS AND SOCIETY

6cp; 3hpw

Addresses the general questions: why do incarcerating institutions and practices develop and how do they function in specific societies? The subject examines specific case studies of the social history of insanity and criminal imprisonment in order to investigate how the 'criminal' and the 'mad' are socially constructed as deviant in relation to the 'normal'.

50515

AUSTRALIAN HISTORY

6cp; 3hpw

Builds on the brief introduction to aspects of Australian history provided in Australian History and Politics. Provides a broad survey of Australian social, economic, political and cultural history up to the present. There is an examination of the relationship between popular and academic representations of Australian history, in a variety of media and other public forms e.g. museums. Topics covered include Aboriginal history; the British colonisation of the continent; class formation, conflict and accommodation; the growth of unions and employer organisations; Australian involvement in war; the social impact of economic booms and depressions; political conflicts and cultural history.

50516

ORAL HISTORY

6cp; 3hpw

Provides opportunities for students to develop and apply advanced research skills. Combines detailed extensive experience of oral history and other interviewing research methods with theoretical discussion of forms of knowledge and practice in social and political studies. Particular attention is given to theoretical concepts relating to subjectivity and popular memory. The aim is, in relation to oral history, to ask not so much what 'facts' people remember as how and why they remember and reconstruct history as they do. The methods and politics of interview questioning and of editing are also examined.

50517

RESEARCH PROJECT

6cp; 3hpw

This is an advanced subject requiring students to undertake original research on a prescribed topic. The coursework includes specification of a research problem, a review of relevant literature, and the development and use of research methods. These may comprise archival, newspaper and other printed material; manuscripts including letters and diaries; interviewing and participant observation; and use of visual records, census data and other statistical sources, material objects and physical sites. Students are encouraged to undertake a team research project on a subject agreed between themselves and the lecturer. Individual projects are also acceptable.

50519

HISTORY OF SOCIAL AND POLITICAL THOUGHT

6cp; 3hpw

Looks at the history of utopias and utopian thinking in fiction, political writing and movements. Concentrates in particular on the relation between utopias and socialist theory; also looks

at feminist utopias, science and utopias, and environmentalist themes in utopian ideas.

50520

ASIAN AND PACIFIC POLITICS

6cp; 3hpw

Focuses on the history and current situation of societies and states in South-East Asia and the Pacific, with reference to Australian foreign and aid policy in the region. The Pacific Rim is the site of the most dynamic development in the late 20th century, while the Pacific region is variously described as an American lake, a nuclear dumping ground, an area of vital strategic significance to the superpowers, and a tourist haven. This subject analyses social, political and economic trends in the area.

50521

ORIENTALISM: CONSTRUCTS OF THE EAST

6cp; 3hpw

Examines the concept of orientalism as a European tradition involving representation of and clusters of knowledge about the 'East'. Orientalism is a potent cultural influence, often having political usages and effects. Students will research this influence in popular culture (art, myth, fiction, music) in reference to the Middle East and Asia.

50522

GRADUATE DIPLOMA COMMUNICATION SEMINAR

8cp; 3hpw

This is a compulsory unit for Graduate Diploma students which is undertaken in the second half of the diploma. Students undertake a program in which they work through ideas of structure and agency in media production, covering themes such as innovation, accountability, changing technologies, and cultural and social practice. Students lead seminars which explore linkages between theory and practice in their chosen areas, and develop a project which exemplifies the theoretical and practical issues involved.

50590

HISTORY – SPECIAL SUBJECT

6cp; 3hpw

Designed for those students who are interested in exploring in more depth particular issues which have arisen from their previous study of history. It is intended to have a flexible content and structure; staff and student concerns will determine the theme for any one semester. The theme may explore aspects of theory and historical method or may focus on specific issues. Some examples of possible courses include exploring the relationship between history, biography and autobiography; a special study of the local Sydney region: its history, society and politics; a focus on cultural history; and issues in feminist history and methodology.

50591

MAGIC AND HEALING

6cp; 3hpw

Commences by exploring the epistemological status of various conceptions of 'science' and of 'magic', then examines magical, ritualised and symbolic aspects of 'healing' processes, including those concerned with birth and death.

50592

ABORIGINAL STUDIES

6cp; 3hpw

Introduces students to the Aboriginal history of Australia, and to the Aboriginal analysis of the impact of white invasion and white society on Aboriginal nations. Develops these analyses around 'issues' relating to dispossession such as land rights claims; legal control and force; political control and political mobilisation; health issues; employment issues; education; and art, literature and film. Sources for the course will include Aboriginal literature and art, oral history, dance, story and the activities

and writings of Aboriginal authors and activists.

50593

SOCIAL POLICY

6cp; 3hpw

Government intervention in the social effects of economic relations has taken a variety of forms. At their core has been the regulation of the family and, in particular, the control of women as carers, mothers, and clients – the regulation of procreation and social reproduction. This subject addresses two major themes: (i) the way in which states in capitalist and socialist societies have responded to the many areas of social need; and (ii) relationship between economic decisions and social programs.

Theoretical perspectives and ideologies of welfare will be related to wider political and economic processes, including those affecting Aboriginals and immigrants. Topics may include income support policies, policies relating to the ageing, children and disability, mental health, homelessness, equal opportunity, and access and equity. Particular attention will be paid to the New Right and Marxist arguments against the welfare state.

50594

INTERNATIONAL POLITICAL ECONOMY

6cp; 3hpw

Analyses the processes of restructuring of the global economy and their implications for the development of particular national economies. Explores the internationalisation of capitalist production and finance; the effects of these changes on the advanced capitalist, socialist and Third World nations; and the understanding of such developments from particular theoretical perspectives (liberal, nationalist, Marxist, dependency). Develops case studies of such changes from the Asia–Pacific region, and looks at the nature of international political and economic organisations.

50600

MYTH AND ORAL TRADITION

6cp; 3hpw

Introduces students to an important but neglected body of poetry in oral and written traditions: the mythologies of different cultures and their social significance. Poetry studied in this subject is almost exclusively the work of suppressed traditions e.g. the Semitic tradition, and the Goddess tradition in women's poetry. Provides explanations for why certain types of communications endure, and why others do not survive.

50604

POETICS: THEORY AND PRACTICE

6cp; 3hpw

A historical approach to the major theories of what makes a text a poem (imitation, expression, decorum, imagination), and to the schools of writing practice attached to these theories. There will be some attention to classical theorists (Plato, Aristotle, Longinus) and early modern ones (Sidney, Boileau, Pope), but the subject will concentrate on poetic theory and practice since the early Romantic period – from Coleridge to Kristeva, Wordsworth to Ashbery. Although the main emphasis will be on theoretical texts, attention will be given to poems which illustrate, qualify, or deny the theories.

50605

PERFORMANCE WORKSHOP 1

6cp; 3hpw

Explores significant 20th century theories of performance and their relationship to performance practice.

50606

PERFORMANCE WORKSHOP 2

6cp; 3hpw

Builds on the work done in 50605 Performance Workshop 1 to extend the critique of performance theory to the present day, and to develop

understanding of the requirements of contemporary performance production.

50609

WOMEN AND FICTION

6cp; 3hpw

Explores recent work in critical theory about gender and writing, and feminism and fiction in relation to a number of texts by recent women writers. Texts are chosen from various modes and from various national literatures. Topics include gender and language; audience and publishing; gender and the role of the reader; the structures of women's writing; feminism, narrative and interpretation; and women's writing and social change.

50612

AUSTRALIAN LITERARY TRADITIONS

6cp; 3hpw

Examines major representative works of Australian fiction, poetry, and drama written between 1890 and 1970. Texts, topics and emphases vary but in general the focus is on the formative years of the modern period, and on the best known and most influential writers. The prose writers currently studied are Henry Lawson, Barbara Baynton, Miles Franklin, Henry Handel Richardson, Christina Stead, Vance Palmer, Xavier Herbert, Patrick White, Thea Astley, Martin Boyd, Thomas Kenneally, David Ireland and Frank Moorhouse. The poets dealt with are AD. Hope, Judith Wright, Gwen Harwood, Les Murray, Peter Porter, Bruce Dawe, Geoffrey Lehmann and John Tranter. The dramatists are Ray Lawler, Peter Kenna, David Williamson, Alex Buzo and Dorothy Hewitt.

50615

MODERNIST AESTHETICS

6cp; 3hpw

Takes the concept of an 'aesthetics', and especially modernistic aesthetics, as problematic for any study of culture. Examines in particular the post-modernist contemplation and lamentation of modernism. Students read and criticise a wide range of texts.

50690

GENERIC FICTION 1

6cp; 3hpw

Involves the study of generic texts in fiction and other forms. Different genres will be chosen for different semesters and these will be announced in advance. Compositional or formal rules for the genre in question will be made explicit, as well as the social context for the production and consumption of the texts. Students will be introduced to a wide range of texts in the genre, as well as to theoretical and critical analyses. Possible genres to be covered include fantasy, science fiction, horror and gothic, detective, romance, travel and exotic, biography, and autobiography.

50691

GENERIC FICTION 2

6cp; 3hpw

Continuation of 50690 Generic Fiction 1.

50692

RECENT FICTION

6cp; 3hpw

Examines recent fiction in terms of genre development. Critical theory, cultural debates, notions of realism, modernism, post-modernism and the influence of European and American literary movements. Conceptualises writing as both text and commodity.

50693

ABORIGINAL LITERATURE

6cp; 3hpw

This subject emerges in response to the proliferation of writings by Aboriginal people over the past 20 years in the fields of literature, scriptwriting and journalism. It seeks to deal in an interdisciplinary way with Aboriginal

textuality, in both written and spoken forms, and with the cultural conditions of production, dissemination and consumption of Aboriginal texts.

50694

SEMIOTICS AND TEXT

6cp; 3hpw

Introduces the fundamental concepts of traditional semiotics, and moves from these to an outline of a social semiotic theory. Focuses on the exploration of questions around the constitution of texts, readers, and writers. Deals in some part with the interaction of language and other semiotic codes, particularly visual/graphic ones. Draws on a wide range of examples of visual and verbal/literary texts and examines their interaction with other social texts. The materials will be integrated thematically using an issue such as gender or race.

50695

THE TEXTUAL CONSTRUCTION OF CHILDHOOD

6cp; 3hpw

A consideration of texts written for, by and about children which construct for adults and children the notion of what a child is. Topics to be considered include language acquisition; children's jokes, games and rituals; writing by children; comic books and other popular texts; television, movies, and other media; folk and fairytales; children's 'classics'; children's textbooks; and the representation of children in fictional and non-fictional texts for adults.

50696

PERFORMANCE PROJECT

6cp; 3hpw

Permits a group of students, working on or off campus, to bring together production and conceptual skills from a number of areas into a performance project. This is to be devised and presented in an appropriate medium or mixed media.

50697

TEXTUAL STUDIES SEMINAR

6cp; 3hpw

This Advanced Studies subject is open to various topics or areas of concentration. It can involve a semester's study of the work of a particular writer, or concentrate on particular critical or theoretical issues such as post-structuralist theory, Marxist literary theory, directions in cultural studies, narrative theory, Australian political fiction, etc. The content of the subject will be advertised prior to the running of the course.

50698

TEXTUAL STUDIES PROJECT

6cp; 3hpw

Provides the opportunity for students to realise a major project of their own inspiration which is the culmination of their work in Textual Studies. At the beginning of the subject each student will propose a specific project which will be supervised by the lecturer as well as presented in class. Emphasis will be on sophisticated research methods as well as a high standard of presentation.

50700

MELODRAMA

6cp; 3hpw

In the history of performance and the audiovisual arts, the genre of melodrama has been resilient and consistently popular. How has this highly expressive form of storytelling been adapted to changing institutional and formal conditions throughout the history of cinema and television? What sub-genres of melodrama can be identified, and what do they tell us about cinema, television, society, and subjectivity? What other cultural 'complexes' come within the ambit of an investigation of melodrama? How is melodrama relevant to present-day audiences?

50701

DOCUMENTARY CINEMA

6cp; 3hpw

A historical and textual study of documentary forms and practices in the context of the relevant debates about documentary ethics and relations to 'the Real', and of the institutional settings of the films. Examples include short and feature-length documentary films and some television documentary.

50702

ON TV

6cp; 3hpw

This study of both textual and audience questions about television, video, and cable is not about the economics and institutions of the industry or policy questions. It looks at television discourse in the wider context of the institutions of television, and of the medium as a popular form.

50704

RECENT HOLLYWOOD

6cp; 3hpw

A study of very contemporary mainstream cinema, and the way that social fears, desires and fantasies circulate in mythologised form on the screen.

50705

FILM GENRE

6cp; 3hpw

Studies classical Hollywood cinema, approached through the critical/industrial category of genre. A given genre (crime, horror, the western or the musical) is selected and studied in such terms as: the studio/industrial institutions; popular literary origins, archetypes and interplay; relations of genre transformations to wider social history and popular cultural history; the relation between authorship and genre; rise and decay of genres and the interplay of formal internal and external factors in this process; and close textual study of a large number of interrelated films.

50706

FILM, GENDER AND DESIRE

6cp; 3hpw

An examination of the debates about representation and sexual difference. Examples are drawn from virtually every kind of filmmaking: features, low budget, avant-garde/experimental, documentary, etc. Film analysis and film practice are related to the history of debates in feminist film theory, psychoanalytic theory, and the women's movement, focusing in part on the local Australian context.

50708

SCREEN STUDIES PROJECT

6cp; 3hpw

In this advanced subject, students will undertake a research project and write a report concerning currently controversial, topical or speculative aspects of the 'industry' and 'art' of film, video and television. The research will be facilitated through class discussion, specific readings and screenings, but students will also be encouraged to undertake their own research developing out of the communal enquiry. There will be a sense of 'groundbreaking' in the course, insofar as the topics under investigation will not be covered fully in orthodox film theories and histories.

50711

NATIONAL CINEMA

6cp; 3hpw

An examination of the film production of one country. Integrated with this examination is a critical investigation of the assumptions and procedures of this approach to film and history. The national cinema studied is normally Australian cinema but from time to time the cinema of other nations will be chosen.

50712

COMMUNICATION SKILLS IN ENGLISH

8cp; 3hpw

An elective for students who have completed Communication subjects in earlier stages and for whom English is not the language of origin. Provides an intensive review of English language skills in the context of practical written and oral communication. Covers researching, organising, writing and presenting in technical, commercial and academic contexts. Students gain practical experience in writing and presenting reports and seminar papers as well as essays, letters and memos. There is special emphasis on clear, appropriate expression, logical organisation and relevant content.

50713

SOCIAL POLICY

8cp; 3hpw

Social policy is a term used to refer to those aspects of governmental activity concerned with the reproduction of populations and workforces through collective consumption – education, health, housing, social security, social welfare, employment etc. This subject draws on a number of disciplines in the social sciences and humanities to offer a historically informed analysis of contemporary social policy issues in Australia from a comparative international perspective. Students are encouraged to work on topics and issues which they see as relevant, and to participate in active critiques of existing policies and alternative possibilities. The subject will cover a range of issues set within the review and development of social theories of the State and social relations.

50715

ABORIGINAL STUDIES

8cp; 3hpw

Introduces students to the Aboriginal history of Australia, and to the Aboriginal analysis of the impact of white invasion and white society on Aboriginal nations. Develops these analyses around issues relating to dispossession such as land rights claims; legal control and force; political control and political mobilisation; health issues; employment issues; education; and art, literature and film. Sources will include Aboriginal literature and art, oral history, dance, story and the activities and writings of Aboriginal authors and activists. The themes chosen will vary from year to year.

50716

WRITING FOR SCIENCE AND TECHNOLOGY

6cp; 3hpw

A course for nurses, scientists, engineers and computing students. Prepares them for a variety of writing situations and publications: manuals, in-house newsletters, professional and union journals, local and community newspapers, and scientific magazines, both popular and specialised. A practical writing course taught in workshop style. Areas covered will include writing strategies; audience; layout; issues in the written and visual presentation of technical information; gender and scientific writing; the politics of scientific discourse; and publishing possibilities and technical publishing.

50790

FILM AUTHORSHIP

6cp; 3hpw

In the history of film and television criticism there has been persistent debate about who or what should be designated as the principal source of creativity and meaning in any one film, television or video text. In some cases the coherence and significance of a range of films seem attributable to particular directors; in others the producers or the studio or the principal performers tend to be regarded as the major sources of meaning. This subject covers the general issues of authorship, creative intention, audience

interpretation, and variability of meaning. Depending on current controversies and student and staff interests, a specific 'author' may be chosen to be studied in depth over the entire course.

50791

FILM INTO VIDEO

6cp; 3hpw

Examines the challenge to traditional notions of representation, reception and theorisation thrown up by video. Attempts to construct theory or theories that might be adequate to understand this new medium.

50792

SCREENING AUSTRALIA

6cp; 3hpw

How has the idea of 'Australia' been defined and refined through audio-visual culture? This subject seeks to develop understanding of the ways in which a national culture is presented and contested through the media. It provides historical and industrial analyses of the genres and images and myths that formulate the volatile complex of ideas, presumptions, attitudes and actions that get called 'Australia'.

50793

FILM PERFORMANCE

6cp; 3hpw

Corresponds to growing interest in the theorising of performance in/on film and video, including the 'performance', by the recording device of the spaces, bodies and objects that it frames.

50800

HISTORY AND THEORY

8cp; 3hpw
prerequisites: two 200 or 300 level BA units with 'History' in the title (BA (Hons) in Communication and BA (Hons) in Social Science)

This mandatory unit will explore contemporary theoretical developments in the discipline of history generally and address specifically the questions arising from the practice of applied or public history. Issues and approaches covered include: the Annales school, Marxist history, post-structuralist approaches, Michel Foucault, feminist and post-colonial historical discourse, and the political uses of history.

50801

APPLIED HISTORY PLACEMENT

8cp; 3hpw

Students in this subject work in a placement with an organisation outside of the University. Students will work with staff of both the University and their placement organisation to plan and undertake a practical project in an area of applied history. This will enable them to learn how applied history is done in the workplace as well as developing their planning and creative skills with experience in a non-academic environment.

50802

MUSEUMS AND HERITAGE

8cp; 3hpw

This unit introduces students to issues concerning the preservation, ordering and interpretation of material culture. They will learn about the ways in which objects can bear meanings about the past and the ways in which meanings are constructed around objects in museums and other exhibitions. Students will also explore the heritage industry as it relates to the conservation and interpretation of the built environment and landscapes. The course will review the history, politics and future challenges of museums and heritage institutions.

50803

HISTORY, COMPUTERS AND INTERACTIVITY

8cp; 3hpw

In this unit students will be introduced to the ways historians can use computers to research, record and author

historical productions. Students will learn about networks and bulletin boards around the world; about genealogical databases and ways to increase their usefulness to community and ethnic groups; and about the rapidly increasing number of historical interactive hypermedia products on disc and CD-ROM, already in use in schools, museums and community contexts. Historians will develop their skills in the critical, historical and social analysis of each of these forms of communication. This is not a course in programming or authoring skills themselves. This unit will develop historians' skills in designing imaginative and effective interactive hypermedia products which maximise historical analysis and utilise the widest range and highest quality of historical research.

50804

ORAL HISTORY AND MEMORY

8cp; 3hpw

Introduces students to the practice of oral history and to the theoretical questions this practice has engendered: the critique of empiricism; the question of memory; the notion of the authenticity of the spoken word; the different forms of oral discourse; the relation between oral and other historical sources and forms of presentation; and the impact of oral history on the practice of history generally.

50808

PHOTOGRAPHY AND HISTORY

8cp; 3hpw

This unit provides opportunities for students to develop research skills in relation to visual (principally photographic) and aural historical sources. It familiarises students with the authentication of images and the formal conventions of their use in a range of contexts. It will also assist in developing a critical language for interpretation of the image. Particular attention will be paid to the social as well as personal meaning of photographs and their narratives in relation to collective memory.

50809

FILM, TELEVISION AND HISTORY

8cp; 3hpw

This unit gives an introduction to the main theoretical issues in screen theory as they relate to historiographical issues. It deals with the social and industrial issues confronting researchers and writers of public history. It also gives students skills in the design, production and presentation of research briefs by historians working in audiovisual media.

50810

MAKING AUSTRALIA'S PAST

8cp; 3hpw

This unit will focus on history and popular culture. It examines a range of historical representation in popular forms such as historical novels, TV miniseries, school histories, genealogy, music, newspapers and radio, in order to investigate the processes by which people understand the past and social memory is produced. In particular there will be some exploration of the relationship between popular forms and academic history, experience and truth, and the privatised making of history and memory.

50811

APPLYING ABORIGINAL HISTORY

8cp; 3hpw

This course introduces students to the complex field of Aboriginal history. Emphasising the work of Aboriginal historians, the course reviews the historiography of the last three decades then presents current debates around content and theory. Students are asked to engage critically with the theory and methodologies of various disciplines, and to increase their awareness of the political and ethical implications of both Aboriginal and non-Aboriginal history productions.

50812

HISTORY SEMINAR

8cp; 3hpw

This unit uses a historical approach to explore a particular theme, period or problem. It has a flexible content and structure, depending on staff and students concerns which will determine the theme for any one semester. Examples of possible themes are: the History of the Sydney Region; Themes in Cultural History; Feminist History and Methodology; 20th Century Australian Political History.

50813

WRITING HISTORY

8cp; 3hpw
prerequisites: 16cp in either Writing major or Social, Political and Historical Studies major, (BA (Hons) in Communication students) or Social Studies strand (BA (Hons) in Social Science students)

Introduces students to advanced theoretical issues affecting the writing of history, and provides opportunities for experimentation with different forms of historical writing. Students' attention is drawn to a wide range of historical writing, and questions of genre, audience, and narrative are addressed.

50821

APPLIED HISTORY INDEPENDENT PROJECT

8cp; 3hpw

In this mandatory unit, students will independently research a topic of relevance to applied and public history, and then write it up as an article of 5,000 words or its equivalent in another medium. The subject's goal is to support students to produce a finished product which will be of a high quality and publishable style, with the potential to be an intervention in the public fields of applied history.

50901

THE POLITICS OF POPULAR SONG

6cp; 3hpw

Generally examines music as a cultural form and its different political purposes, particularly in relation to the generation and sustaining of cultural mythologies; and its role as politically and socially oppositional in societies. Investigates music and the non-music text and the ways in which meanings are produced and the mediation of songs through the collecting, editing and selection process. Areas of study will include historical forms of singing as ritual; the idea of 'people's music' and folksong; songs of celebration and mourning; bush ballads as cultural mythmaking; and songs of satire and protest.

50902

THEORIES OF SOUND

6cp; 3hpw

Studies an interlocking set of philosophical and technology-related concepts which have, since the advent of sound recording, come to constitute the modern idea of sound. Analyses a group of relations between key modernist theories to do with music, language, poetry, sound recording and both scientific and artistic ('avant-garde') practices in sound. This modernist account is both related to an earlier political economy of concepts by which music, noise, language and sound production were thought and lived; and to a number of concurrent and later 20th century philosophies of language, technology and sound. Political philosophies within the dialectical tradition, the hermeneutics of voice and authenticity, populist notions of 'voice', radical critiques of 'mass', notions of sound, the construction of literary and linguistic models for sound, and an urban architectonics of sound, are all brought to bear in an attempt to map a contemporary theory.

50903

MUSIC AND POST-MUSICS

6cp; 3hpw

Studies post-war composed music (both avant-garde instrumental and studio-based electronic norms) in their technological and theoretical contexts where both production and listening are concerned. Looks at inherited theories of the pre-war avant-garde; the cultural and politico-critical models by which such new music has been constructed; the ways in which notions of textual form, performance, structure, sound and listening have been repositioned within modern music and soundworks; and the history of technological inventions by which new practices emerge in both making and listening to this music. Situates these four areas as predominant ways in which an evolution can be traced between music and the development of soundwork. Raises a set of critical questions about the relation of music and sound in the period of electronic recording, and considers contemporary practices emerging in both sound performance and music contexts.

50904

VOICE AND THE SPOKEN WORD

6cp; 3hpw

Focuses on voice and the spoken word, especially in radio and performance. Asks which voices are absent or silenced and which are present in terms of social structures (sex, sexuality, gender, class, race, ethnicity and age). The effects of the structures of radio and professional values are discussed in relation to these absences and presences. Studies the construction of voices and their 'authority' and 'inflection' through an examination of cultural, social and political speaking positions and rhetorics, and asks how these vary across genres of program. Although the subject focuses mainly on radio, it does ask similar questions about the construction of voice in performance.

50905

SOUNDTRACK AND THE IMAGE

6cp; 3hpw

Studies the film and television soundtrack and aims to introduce students to a range of critical theories in relation to their historical origins, compositional aspects and the meanings and experiences intended for cinema and television audiences. Gives students the opportunity for active analysis by providing critical viewing and listening workshops with selected film and television material. Covers four major areas: the silent film era; synchronous and asynchronous soundtracks music and the soundtrack; and the soundtrack and the listener.

50906

SOUND AND DIFFERENCE

6cp; 3hpw

Locates sound both as 'lived experience' and as the object of knowledge within contemporary critical debates (feminism, deconstruction, semiotics etc.). Focuses on the location of the 'listener' in a technological, aural environment, the position of voice, and the concept of alterity. The last-mentioned is specifically studied in relation to feminism, the body, and the concepts of identity and the construction of radicality. Such debates may be linked to developments in popular audio culture and/or notions of audio-realism.

50907

SOUND STUDIES PROJECT

6cp; 3hpw

Designed for those students who are interested in exploring, in more depth, particular issues which have arisen from their general courses in Sound Studies. It is intended to have a flexible content, form and structure, depending on staff and student concerns and available production means.

51003

SOCIAL THEORY AND AUSTRALIAN SOCIETY 1

4cp; 21 hps

Introduces students to issues in Australian society from the perspectives of the social sciences, drawing upon the literature of sociology and culture. Provides a structural and historical overview of the development of current patterns of social relationships, political systems and cultural forms. Students are encouraged to develop techniques for critical analysis by reviewing writings in social theory.

51005

CREATIVE WRITING 1

4cp
For School of Design students

This unit introduces students to the skills involved in writing in a variety of genres. Although most attention is given to writing in 'creative' or literary modes, the course prepares students for writing for a variety of publications and purposes. Teaching is by seminars and workshops, in which exemplary texts and the students' own work is considered in detail.

51006

CREATIVE WRITING 2

4cp
For School of Design students

This unit builds on the work done in 51005, with an emphasis on prose fiction. Students explore the techniques of fictional, autobiographical, and 'new journalism', writing through set exercises and workshop examination of their own and exemplary texts.

51007

MEDIA STUDIES

4cp; 21 hours per semester
For School of Design students

51008

SOCIAL THEORY AND AUSTRALIAN SOCIETY 2

4cp; 21 hours per semester
For School of Design students

Provides an in-depth sociological analysis of selected aspects of Australian society and culture. Has a flexible content and structure, so that staff and student concerns may determine several themes for any semester. Examples of possible themes are: immigration, ethnicity and multiculturalism; gender and social power; social class and the distribution of wealth and income; Australian popular culture.

51014

HEALTH, TECHNOLOGY AND SOCIETY

3cp; 3hpw

This unit is concerned with the changing face of medicine as knowledge increases, technology changes and new skills are acquired. It deals with dilemmas in health care, social impacts and ethical issues in relating to the individual, the family and society at large. Topics include artificial insemination and in vitro fertilisation; handicap, haemodialysis and transplantation, AIDS, iatrogenesis (hospital/physician caused illness), and euthanasia. Students are encouraged to undertake projects in areas of particular interest.

51015

ORGANISING EEO

8cp; 3hpw

Introduces students to the nature and content of anti-discrimination, equal employment opportunity (EEO) and affirmative action (AA) legislation in Australia. Provides students with a critical understanding of discrimination affecting different disadvantaged groups (women, ethnic minorities, etc.) and develops theoretical skills needed to analyse, plan, administer and evaluate EEO programs.

51103

WORK, ORGANISATION AND SOCIETY

4cp; 21 hours per semester

Aims to give students an understanding of how and why work is organised in the way that it is; of the structures and processes of organisations; and of the relation between the individual and the organisation. The practices of organising and managing are viewed, not simply as the outcome of rational intentions, but rather as ways of doing things which need to be understood historically, socially and politically, and in terms of the frameworks of meaning and interests within which participants act. Learning strategies include lectures, seminars, class exercises, analysis of case studies and films.

51131

COMMUNICATION 1

3cp; 3hpw
for Civil Engineering students

Helps students improve their skills in written and speech communication, and their understanding of communication principles and processes, with particular reference to communication in the academic and the workplace settings. Emphasis is on the essay, the report, the letter, and on interviewing and oral reporting techniques.

51151

COMMUNICATION 2

3cp; 3hpw
for Civil Engineering students

Helps students nearing graduation to communicate effectively in speech and writing to other engineers, colleagues and subordinates in the workplace and people beyond the employing organisation. Emphasises the difficulties of communicating technical detail to those lacking either the expertise or the culture of engineering. Assists students to articulate concerns and viewpoints of the engineer in society. Builds on the skills taught in 51121 Communication 1 by emphasising meeting procedure, selection and political interviewing, group negotiation and seminar presentation.

51357

TECHNICAL WRITING

3cp; 15 hps;
for Physical Sciences students

A practical workshop course. Speaking and presentation skills are developed in several contexts: popular, academic and industrial. In any one semester these may include the communication of science on radio and television, seminar presentations and conferences, interviewing, and formal presentations. The focus is on the oral presentation of scientific and technical information.

51368

PROFESSIONAL WRITING AND COMMUNICATION

3cp; 15 hps
for Acupuncture students

This is a practical workshop course designed to help students in health sciences improve their skills in written and speech communication. The course covers the variety of forms of written and oral communication required in health care settings and emphasises specific skills in the writing of essays and reports. Students will also develop their understanding of communication principles and processes.

51369

TECHNICAL AND PROFESSIONAL COMMUNICATION

6cp; 3hpw

An advanced subject in professional writing and speaking for senior students of all faculties who need to communicate in organisations. It explores practical and theoretical approaches to communication and follows on from earlier Communication studies. Emphasis is on building speaking and writing skills in workplace groups and management situations. Some areas covered in

seminars and workshops include the writing of reports, submissions, proposals and directives; and speaking skills in executive interviews, group decision making and negotiation, and formal speech presentations. Examines some of the problems of communication within and between organisations and between professional groups, including conflict resolution, information distortion and overload, communication networks, non-verbal communication and feedback management. These theoretical analyses are dealt with in seminars and applied practically in workshop sessions.

51370

HUMAN COMMUNICATION

3cp; 2hpw

Designed to help students improve their skills in written and speech communication and their understanding of communication principles and processes, with particular reference to communication in the academic and the workplace settings. Emphasis is on the essay, the report, the letter, and on interviewing and oral reporting technique.

51388

COMMUNICATION STUDIES

2cp; 2hpw
for Building Studies students

Designed to help students improve their skills in written and spoken communication and their understanding of communication principles and processes, with particular reference to communication in workplace settings.

51625

ENERGY AND THE ENVIRONMENT

8cp; 3hpw

Examines some social and political effects of the rapid post-war expansion in energy consumption and related technologies. Topics include the political economy of energy; environmental effects of energy use; nuclear energy and the arms race; and the need for national energy policies. Focuses on questions of control of energy resources on a world scale.

51628

TECHNOLOGY AND URBAN CULTURE

6cp; 3hpw

In the urban environment, technologies and cultures affect each other in singular and specific ways. Yet there are general and comparative methods and deductions that can be made from historical examples of their interaction that help in predicting or assessing the impact of new technological developments (particularly in the communications and information area) on the fabric of urban life. This subject aims to generate an awareness of the impact of the 'macro-technologies' on the social environment by examining the urban landscape. It selectively covers a wide range of areas including architecture, urban planning, human geography, the sociology of subcultures, cultural studies, political economy of space and military history. It also examines some modern classics in the literature on urbanism, comparing the interaction of economic factors and specific technologies in a number of cities.

51630

HEALTH, TECHNOLOGY AND SOCIETY

4cp; 3hpw

This unit is concerned with the changing face of medicine as knowledge increases, technology changes and new skills are acquired. Deals with the dilemmas in health care, social impacts and ethical issues in relation to the individual, the family, and society at large. Topics include the reproductive revolution, disability, AIDS, iatrogenesis (physician/hospital caused illness), euthanasia, genetic engineering, and abortion. Students are encouraged to undertake projects in areas of particular interest. Assessment is by project and class presentation.

51777

MA THESIS (HUMANITIES) (F/T)

See details under 'Research Degrees' in front section of this Handbook.

51778

MA THESIS (HUMANITIES) (P/T)

See details under 'Research Degrees' in front section of this Handbook.

51987

PHD THESIS (HUMANITIES) (P/T)

See details under 'Research Degrees' in front section of this Handbook.

51988

PHD THESIS (HUMANITIES) (F/T)

See details under 'Research Degrees' in front section of this Handbook.

51989

DCA PROJECT (F/T)

See details under 'Research Degrees' in front section of this Handbook.

51990

DCA PROJECT (P/T)

See details under 'Research Degrees' in front section of this Handbook.

52101

HISTORY OF IDEAS

6cp; 3hpw

A general introduction to some key issues in social science. Focuses on the problem of 'social order' through an exploration of arguments about power and authority, exoticism and otherness, inequality and exclusion, and dissent. The material used in the course is drawn from a variety of cultural and historical contexts.

52102

POLITICS AND POLITICAL INSTITUTIONS

6cp; 3hpw

An introduction to theories and debates relevant to the modern state. Provides students with an overview of the political and economic structures and institutions of the Australian state and examines theories of the state against these. Topics covered include liberal theories of the state; pluralism; critiques of the liberal state; Australian federalism; parliament; bureaucracy; and Australian business and labour organisations.

52103

CULTURE, HISTORY AND SOCIETY

6cp; 3hpw

Societies are constructed around processes of communication. These can be studied from various perspectives: anthropological, psychological, linguistic and economic. This unit compares some of these approaches and their application to the analysis of relations between social structures and communication processes. These may include structures of gender, race and ethnicity, and the ability to develop skills in the presentation of ideas and information to specific audiences. Lays the basis for further communications-related courses.

52105

SOCIAL AND POLITICAL THEORY

6cp; 3hpw

The unit will discuss and explore the contribution of various social and political theorists to debates which have contemporary relevance. It proceeds from an examination of relevant theoretical contributions to a critical application of these approaches to important social and political issues.

52110

COMPUTERS AND INFORMATION

6cp; 3hpw

Covers health and safety, operating systems, wordprocessing, graphics, document production, information sources and systems of retrieval.

52111

CONTEMPORARY AUSTRALIA

6cp; 3hpw

An introduction to theoretical and applied debates around the nature of public policy formation in contemporary Australia. Considers the role of the state in Australia, developments in economic, social, and industrial policy over the last two decades, and the place of Australia in the world system. Focuses predominantly on applied and empirical, requiring consideration of recent policy debates and areas of conflict.

52112

RESEARCH METHODS 1

6cp; 3hpw

Introduces a range of research methods, encourages a critical perspective on published research, and discusses the relationship between theory and research practice. Students will explore these issues through practical exercises and a research project.

52113

ORGANISING

6cp; 3hpw

An introduction to theories of social change. Specific areas of organising are explored in more detail, e.g. community organising, social movement development, industrial organising including trade unions and industrial democracy, political parties and movements. Workshops will be offered in meeting procedures, decision-making structures (consensual and formal), organisational structures, using the media, and negotiating.

52220

ABORIGINAL SOCIAL AND POLITICAL HISTORY

8cp; 3hpw
prerequisites: 52105 Social and Political Theory plus either T5110 Aboriginal Cultures and Philosophies or 54111 Social and Political Theory

This subject is a campus-wide elective and also a second core subject for the Aboriginal Studies major in the BA in Communication, BA in Social Science and BEd in Adult Education. It will examine and analyse the impact of colonialism on indigenous peoples, with particular reference to the Aboriginal inhabitants of this region. The emergence of Aboriginal social and political movements will be presented as the basis for repossession of traditional heritages in land and culture.

52221

GENDER AT WORK

8cp; 3hpw
prerequisite: none

Gender is a central organising principle of work. This subject examines patterns of women's and men's participation in paid work and the social, historical, economic and political factors implicated in these patterns. Segmentation in the labour market and segregation in the workplace are analysed with particular reference to gender inequalities and relations of power. Taken-for-granted assumptions about gender fundamental to the way work is organised at the wider social level, and to how individual jobs are designed, are examined and various explanations for the gendered nature of work are critically evaluated. Particular emphasis is given to the experiences and meanings of work in men's and women's lives, and to the relationship between work and gendered personal identity. The subject evaluates anti-discrimination legislation, and equal employment opportunity and affirmative action programs as strategic interventions aimed at de-gendering the institutions and conditions of work.

How the principles of gendered work organisation operate will be studied in various workplace settings, enabling students to relate theory to practice.

52222

INTERNATIONAL POLITICS

8cp; 3hpw
prerequisite: 52105 Social and Political Theory

Focuses on the current internationalisation of environmental, political and social problems. Discusses the US–Japan hegemony in the New World (post-Cold War) Order, and the major problems shared by contemporary societies: 'hot money' and the flight of capital, super-exploitation in the Third World and the feminisation of poverty, the environment – soil degradation and deforestation, AIDS and sex tourism, and the international arms race, including the nuclear factor, post-Chernobyl.

52225

AUSTRALIAN HISTORY

8cp; 3hpw
prerequisite: 52105 Social and Political Theory

Introduces students to the main issues in Australian history, the major theoretical debates and a wide range of sources that can be used to explore history (written, oral, material, visual). Though the content will vary, areas covered might include the dispossession of Aboriginal peoples and continuing histories of survival; environmental history (uses of and responses to the Australian landscape); the labour movement and political history; gender relations and women's work; wars and masculinity; aspects of cultural history – modes of celebration, everyday life; and media history. Students are also encouraged to investigate their own past and see how this relates to the making of history within Australian cultures.

52226

AUSTRALIAN POLITICS

8cp; 3hpw
prerequisite: 52105 Social and Political Theory

Examines the institutions of Australian politics in detail and discusses issues surrounding them e.g. constitutional change, electoral reform, the influence of the media, the role of interest groups. Looks at the political organisation and role of trade unions, parties, pressure groups, the public service, and at current policy issues confronting governments.

52228

POWER AND SOCIAL REGULATION

8cp; 3hpw
prerequisite: 52105 Social and Political Theory

Introduces students to different modes of social regulation in a country such as Australia. Focuses on regulation through organised knowledge and practices (penal, psychiatric, sexual, medical); through the routinisation and ritualisation of everyday life, and by the formal expression of the foregoing in institutional and administrative arrangements (education, law, work). Students will be encouraged to develop work in combination with their production work, subject to negotiation with Subject Coordinators.

52231

INDUSTRIAL RELATIONS

8cp; 3hpw
prerequisites: 52112 Research Methods 1 and 52113 Organising

This subject develops a basic understanding of the nature of industrial conflict and trade union and employers' associations in Australia. There is some consideration of history in order to develop an understanding of the nature of change (economic, organisational, political, industrial, technical) and of the reasons behind contemporary values and practices in the workplace.

52232

RESEARCH METHODS 2

8cp; 3hpw
prerequisites: 52112 Research Methods 1 and 52113 Organising

Social scientists are increasingly involved in empirical research on complex social phenomena; but many never go closer to research than reading it and trying to assess its value and implications. This subject focuses on the information and intellectual skills required for the assessment of research, through a detailed examination of a number of research reports in a variety of fields of work.

52236

SPECIALIST WRITING AND PRODUCTION

8cp; 3hpw
prerequisites: 52112 Research Methods 1 and 52113 Organising

This subject explores and develops a range of writing skills useful for practice in the social science professions. It discusses the history, production and use of various relevant types of text (pamphlets, press releases, submissions, reports, features), and develops writing skills appropriate for their production.

52237

DESKTOP PUBLISHING AND THE SOCIAL SCIENCES

8cp; 3hpw
prerequisites: 52112 Research Methods 1 and 52113 Organising

This unit is designed for Social Science students wishing to develop skills in desktop publishing for text-oriented material. It aims at an understanding of the theory and practice of integrating text and format. The course is divided into lectures, practical workshops of students' writing, and the production of a final project in Pagemaker or a similar desktop-publishing program.

52238

COMMUNITY DEVELOPMENT AND SOCIAL PLANNING

8cp; 3hpw
prerequisites: 52112 Research Methods 1 and 52113 Organising

Community development refers to the process through which groups of people become aware of the social circumstances constraining their opportunities, and then gain skills and power to change those circumstances. Social planning refers to a process through which the needs and interests of social groups can come to be addressed by social policies and programs. Both of these processes can be approached through work at the local and regional level. Social change practitioners need to understand a range of theoretical and practical elements in order to participate in processes of empowerment. This subject explores some of the range of groups and issues that have to be incorporated into effective community practice.

52300

ASIAN AND PACIFIC POLITICS

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

Focuses on the histories and structures of societies of South-East Asia and the Pacific, with reference to Australian foreign and aid policy in the region. The Pacific rim is the site of the most dynamic development in the late 20th century, while the Pacific region is variously described as an American lake, a nuclear dumping ground, and a tourist haven. Analyses social, political and economic trends in the area.

52302

COMPARATIVE RELIGION

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

The unit will cover some of the following topics: comparative religion and social structure; religious symbolism; magical belief and practices; religious

philosophy; knowledge and transcendental thought; magic and social structure, magic (or religion) and science; magic, witchcraft (or religion) and healing. The content of the course will vary from year to year.

52304

AUSTRALIA IN THE WORLD ECONOMY

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

Provides an introduction to major theories of political economy, aspects of the modern world economy, and the Australian economy. Seeks to develop both an understanding of the bodies of thought underlying current debates, and skills in analysing policy developments. Develops a political-economic approach which grounds such debates in an appropriate social, political and historical context.

52306

GENDER, CULTURE AND POWER

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

Addresses the social and historical construction of gender and sexuality, and the relation between social structure, cultural practices and power relations. Strategic points for the operation of power – such as the family, work and sexual relations – are examined and analysed from a range of perspectives and in terms of interactions with representational and discursive practices.

52307

THE MAKING OF THE THIRD WORLD

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

Explores theories of the Third World and its predicament including development, dependency and post-colonial theory and critiques. Examines structural problems common to all Third World countries: debt, dependency, human rights, environmental degradation, poverty and hunger. Also examines the histories and contemporary political structures of Latin America, Africa and the Middle East.

52310

ISSUES IN AUSTRALIAN POLITICS

8cp; 3hpw
prerequisites: 52226 Australian Politics plus a further 8cp at the 200 level in the major

Examines case studies of decision making in Australian politics. Looks at the various processes and arenas in which policy decisions are produced, and at the actors and interests involved. Critically discusses models and theories of decision making and focuses on a number of particular decisions in Australia's recent political history which have had major impact on Australian life.

52311

URBAN CULTURE

8cp; 3hpw
prerequisite: 16cp at 200 level in the major

Examines the development of cities over the centuries, from the Greek Polis to the Multi Function Polis. Looks at modernism and post-modernism as they affect the development of cities, particularly in architecture and art; environmental factors and changes; suburbanisation; changing transport patterns; urban consolidation; the role of councils; and the impact social movements have had on the design and development of cities.

52316

POWER, RACE AND ETHNICITY

8cp; 3hpw
prerequisite: 16cp at the 200 level in the Aboriginal Studies major, or 54375 Reading Difference or 54271 Cinema Study either concurrently or completed

This subject looks at theories of colonialism and post-colonialism in relation to orientalism, racism and ethnicity. The focus of the subject will vary from year to year depending on the theme chosen, e.g. orientalist theory and popular

culture; social and historical theories of race and ethnicity; migration (national and global); cultural pluralism; and diaspora communities.

52317

STATE, WORK AND IDENTITY

8cp; 3hpw
prerequisites: 52228 Power and Social Regulation, plus a further 8cp at the 200 level in the major

This is an advanced unit in the study of the State, work, industry and the ways in which identity is constructed through work. Students' existing knowledge of the State and its institutions, and the nature of social regulation, will be developed through further examination of the relationship between paid and unpaid work; employment and unemployment; and structured relationships based on class, gender, race/ethnicity and age. The nature of subjectivity and identity will also be explored. Attention will be paid to the nature of media organisations as employers and the role of the media in social processes.

52320

SOCIAL MOVEMENTS

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

Social movements have re-emerged as crucial elements in major social change. Using methodologies selectively drawn from history, politics, sociology and cultural anthropology, this subject allows students to research and understand the history and impact of movements such as the feminist movement, the Black movement, the Gay and Lesbian movement, ethnic and indigenous movements, peasant movements and disability movements in a range of social environments. The focus of the analysis will be specified for each semester the subject is offered, and may involve Australian, European (including Eastern Europe and the former Soviet Union), American, African and Asian contexts. The subject will allow coverage of urban and rural movements. Emphasis will be placed on students undertaking research using electronic and other information sources.

52321

COLONIALISM AND POST-COLONIALISM

8cp; 3hpw
prerequisites: 52325 Gender in Australian History or 54230 Aboriginal Social and Political History, plus a further 8cp at 200 level in the major

In this subject, students will inquire into the processes of colonialism in constructing both colonised and coloniser, by considering the dimensions of race, ethnicity and gender. Students will be asked to consider the meanings and potential for 'post-colonial' history. The unit will raise these issues by exploring interacting colonising and colonised societies. These will usually be England, India and Australia (although depending on teaching staff interests, other countries may be studied in some years). These interacting societies will be examined over a coinciding period, such as the 1850s, when colonial power relations were dominant but were also being contested by both the colonised peoples and by groups within the coloniser societies. Alternatively, the understanding and representation of issues, such as violence, resistance, development, or 'the nation', will be compared in each set of societies. Particular attention will be given to the recent writings of analysts from (previously) colonised societies, who are attempting to define and conduct 'post-colonial' history. Students will be required themselves to conduct research on primary documents (in English) and write a comparative analysis of the period.

52322

FILM, TV AND POPULAR HISTORY

8cp; 3hpw
prerequisites: 52225 Australian History, plus a further 8cp at 200 level in the major

This unit introduces students to the representation of the past in popular

culture, particularly historical films and television series. It explores the range of forms and audiences and explores how these affect the communication of meaning. It gives students some understanding of debates in both screen theory and historiography about historical representation in audiovisual media. It also familiarises students with the processes involved in design, production and presentation of these forms. There are three components to the assessment: (1) a seminar presentation; (2) a short written critique of a historical film or television series; and (3) a final major project which involves script development or some aspect of film production, using a historical subject.

52323

HISTORY AND PHOTOGRAPHY

8cp; 3hpw
prerequisites: 52225 Australian History, plus a further 8cp at 200 level in the major

This unit introduces students to the critical study of historical photographs and some other graphic forms such as cartoons. Students will develop skills in authentication of visual sources and a variety of critical readings, as well as the historical narratives which have been developed around them.

52324

GENDER IN AUSTRALIAN HISTORY

8cp; 3hpw
prerequisites: 52225 Australian History, plus a further 8cp at the 200 level in the major

Introduces students to Australian and international debates within history and related disciplines around the study of women's history and gender relations. Students will then explore the implications of these debates by detailed inquiry into a series of case studies in Australian history. These will vary from year to year, but may include: the intersection of race and gender issues e.g. around invasion, colonialism, or citizenship; women as political activists, including suffragettes; gender relations and work; competing constructions of masculinity and femininity in the 1890s; women's social and cultural relations to land and environment e.g. as explorers, gardeners, farmers, environmentalists and architects; women's utopias; lesbian and gay histories and the construction of sexuality in Australia; gender and the legal system; gender and critical family studies.

52326

ORAL HISTORY AND MEMORY

8cp; 3hpw
prerequisites: 52225 Australian History, plus a further 8cp at 200 level in the major

Introduces students to the practice of oral history, and to the theoretical questions this practice has engendered: the critique of empiricism; the question of memory; the notion of the authenticity of the spoken word; the different forms of oral discourse; the relation between oral and other historical sources and forms of presentation, and the impact of oral history on the practice of history generally.

52327

PUBLIC AND SOCIAL POLICY

8cp; 3hpw
prerequisite: 16cp at 200 level in the major

This subject relates theories of the state and the policy process to recent developments in Australian social policy, and to debates about the appropriate roles and size of the public sector; the relationship between state, market and community; access and equity policies; the concept of 'social justice'; and participation and citizenship in contemporary society. It considers the institutional context in which decision making in the policy arena takes place in the Australian context, and provides an opportunity for integration of knowledge derived from both Studies and Applications areas.

52328

THE POLITICS OF ABORIGINAL HISTORY

8cp; 3hpw
prerequisites: T5110 Aboriginal Cultures and Philosophies, plus a further 8cp at 200 level in the major or 54213 Australian History or 50800 History and Theory

This is an advanced unit of the Aboriginal Studies major, and the Social Studies strand of the BA in Social Science and the Social, Politics and History Studies major in the BA in Communication. The course will introduce students to the wide range of historical work by Aboriginal and non-Aboriginal people over the last three decades, and will encourage students to develop skills in the critical evaluation of this work in its political and social context. Students will enhance their knowledge of primary research materials for the field of Aboriginal history, and will develop their skills in the analysis and use of these sources.

52329

SOCIAL STUDIES PROJECT

8cp; 3hpw
prerequisite: 16cp at 200 level

This subject provides the opportunity for students to undertake a major research project as part of the completion of their degree. It provides the opportunity for extensive research into an area of interest developed through the undergraduate program, and the possibility of using this as preparation for further work in Honours and postgraduate study. It will involve discussion of methodological and research techniques necessary for undertaking advanced work in the social sciences.

52330

PROFESSIONAL PLACEMENT A

4cp; 1 dpw for semester
prerequisite: 16cp at 300 level, including 52232 Research Methods 2

This unit provides a professional placement for students who have reached an advanced level in their Applications major in the BA in Social Science. It consists of one full day's work per week for one semester or equivalent in an approved organisation/location. It aims to enhance students' academic and professional knowledge and understanding of their chosen fields, and to assist them in making career choices, developing professional skills and acquiring professional contacts and networks.

52331

PROFESSIONAL PLACEMENT B

4cp; 1 dpw for semester
prerequisite or corequisite: 52330 Professional Attachment A

This unit provides a professional placement for students who have reached an advanced level in their Applications major in the BA in Social Science. It consists of one full day's work per week for one semester or equivalent in an approved organisation/location. It aims to enhance students' academic and professional knowledge and understanding of their chosen fields, and to assist them in making career choices, developing professional skills and acquiring professional contacts and networks.

52332

PROFESSIONAL ATTACHMENT – PARLIAMENTARY INTERNSHIP

8cp; 1 dpw for semester
prerequisite: 52310 Issues in Australian Politics

The Parliamentary Internship scheme provides professional placements for students who have reached an advanced level of study in Australian politics. It consists of the equivalent of a full day's work per week for one semester in the office of either a Member of the NSW Parliament or a Parliamentary officer. It aims to enhance the student's scholarly understanding of political institutions and actors, as well as providing opportunities for making career choices, developing professional skills and acquiring professional contacts.

Students in the BA in Communication have access to the scheme through 53009 and 53010 Professional Attachment A and B.

52335

SOCIAL, POLITICAL AND HISTORICAL RESEARCH

8cp; 3hpw
prerequisites: 52112 Research Methods 1, plus 8cp at 200 level in the major

Introduces students to practices and methodologies in advanced research relevant to social and political studies, and develops research skills appropriate to professional practice in these fields. Explores sources of social and political data; examines particular research methodologies in practice; and provides skills-based exercises in the design of projects and the application of specific social and political methodologies.

52337

COMPUTER APPLICATIONS IN SOCIAL SCIENCE RESEARCH

8cp; 3hpw
prerequisites: 52112 Research Methods 1, plus 8cp at 200 level in the major

The widespread use of computers in social research requires a range of skills and, more particularly, knowledge and understanding of the potential uses and limitations of various commercial statistical, qualitative and ethnographic software packages and programs. This subject allows students to develop their own databases using a range of programs; access on-line distant databases and networks; and apply simple statistical procedures to data they have collected. A key element will be a critical awareness of the potential and limitations of machine-based data in human knowledge.

52338

MEDIA STRATEGIES

8cp; 3hpw
prerequisites: 52112 Research Methods 1, plus 8cp at 200 level in the major

This subject develops necessary skills for social science students in relation to issues and practices of media production and information distribution. Develops skills in commissioning, supervising and evaluating media productions. Examines historical and political developments in concepts such as 'alternative' and 'community' media, and looks at the role of media in social change and influence. Focuses on using the media to facilitate social change goals through targeted campaign-based exercises.

52339

ORGANISING EEO

8cp; 3hpw
prerequisites: 52112 Research Methods 1, plus 8cp at 200 level in the major

Introduces students to the nature and content of anti-discrimination, equal employment opportunity (EEO) and affirmative action (AA) legislation in Australia. Provides students with a critical understanding of discrimination affecting different disadvantaged groups (women, ethnic minorities etc.) and develops theoretical skills needed to analyse, plan, administer and evaluate EEO programs.

52451

THESIS PROJECT (STUDIES) (F/T) (BA (HONS) IN SOCIAL SCIENCE)

24cp; 3hpw

This is taken by students who wish to produce their work in a print format. The work should demonstrate a capacity for independent high level theoretical engagement with a research problem, and a capacity to communicate the

outcome of the research in an appropriate manner. The project is carried out under individual supervision. Joint projects may be accepted, in which case the extent of the work would reflect the collaboration involved. A single project would normally be 12,000–15,000 words.

52452

THESIS PROJECT (STUDIES) (P/T) (BA (HONS) IN SOCIAL SCIENCE)

24cp; 3hpw

See 52451 Thesis Project above for details.

52453

BA (HONS) IN SOCIAL SCIENCE THESIS WORKSHOP

8cp

Thesis Workshop assists students with the preparation of their thesis and suggests ways of placing their work in a wider academic and social context. Issues include convention of enquiry and expression in the humanities and social sciences; differing conceptions of knowledge and its evolution; the nature and limits of 'academic freedom'; and the historical context in which intellectuals, scholars and academics are formed and act.

52454

CITIZENSHIP, CIVIL SOCIETY AND THE STATE

8cp; 3hpw

This subject explores debates about the nature of civil society and its relation to the state. It looks at the evolution of legal and non-legal concepts of citizenship, in particular in the Australian context. Concepts of multiculturalism, reconciliation and inclusion, in past and current debates, are examined in the context of new approaches to the nation and the state. Arguments and case studies concerning questions of justice, entitlement, individual rights and duties are discussed.

52455

PHILOSOPHIES OF THE SOCIAL SCIENCES

8cp; 3hpw

This subject considers key issues in the social sciences such as: social order and conflict; power and social regulation (in both discursive and institutional practices); the constitution of subjectivities; the problem of knowledge; and the relation between knowledge and power, and knowledge and truth. It will consider these issues via a consideration of various themes around social relations, at the broad institutional level, and at the level of everyday life. Thematic material may include a focus on: systems and institutions of power, beliefs/values/ideologies, constructions of time and space, cultural technologies and communications systems. It will also consider ways in which these issues have been theorised in relation to questions of: modernity and post-modernity, colonialism and post-colonialism, gendered and ethno-centred bodies of thought.

The precise focus of this subject (and the relevant text and references) may vary from year to year.

52464

THESIS PROJECT (APPLICATIONS) (F/T) (BA (HONS) IN SOCIAL SCIENCE)

24cp; 3hpw

This is taken by students who wish to produce an audio/visual and/or electronic work through which they can demonstrate an advanced standard of media production skills, and reflect advanced research, analysis and expression. The production work is accompanied by a written academic document which describes and analyses the production process and the substance of the project. The project is carried out under individual supervision. Joint projects may be accepted, in which case the extent of the work would reflect the collaboration involved. A single project

would normally have a duration of 30 minutes or equivalent.

52465

THESIS PROJECT (APPLICATIONS) (P/T) (BA (HONS) IN SOCIAL SCIENCE)

24cp; 3hpw

See 52464 Thesis Project above for details.

53000

OPEN UNIT A

8cp; 3hpw
prerequisite: successful completion of at least 24cp at 200 level

Open Unit A is designed for special subject projects. There must be a written contract between student and lecturer, entered into before the enrolment date, stating the project, its form of assessment and its date of completion. Available in Autumn semester only.

53001

OPEN UNIT B

6cp; 3hpw
prerequisite: successful completion of at least 24cp at 200 level

Taken under a learning contract to enable students to complete the requirements for the degree or major.

53002

SPECIAL TOPIC IN STUDIES A

2cp; 3hpw

Taken under a learning contract to enable students to complete the requirements for the degree in a subject which is less intensive in time or depth than an 8cp one.

53003

SPECIAL TOPIC IN STUDIES B

4cp; 3hpw

See description for subject 53002.

53004

SPECIAL TOPIC IN STUDIES C

6cp; 3hpw

See description for subject 53002.

53005

SPECIAL TOPIC IN PRODUCTION A

2cp; 3hpw

Taken under a learning contract to enable students to complete the requirements for the degree in a subject which is less intensive in time or depth than an 8cp one.

53006

SPECIAL TOPIC IN PRODUCTION B

4cp; 3hpw

See description for subject 53005.

53007

SPECIAL TOPIC IN PRODUCTION C

6cp; 3hpw

See description for subject 53005.

53009

PROFESSIONAL ATTACHMENT A

4cp; 3hpw
prerequisite: 48cp at Level 200

Professional attachments allow final-year students to undertake a structured work-experience program, in which the student's learning needs and an industry sponsor's operation can be brought together in a specified project or set of tasks. The student negotiates a learning contract – a three-way agreement between the student, the School and the sponsor – to define goals for the student and the sponsor. The attachment may be taken either as a 4cp unit, or as an 8cp unit in conjunction with 53010 Professional Attachment B.

53010

PROFESSIONAL ATTACHMENT B

4cp; 3hpw
prerequisite: 48cp at Level 200
See description for subject 53009.

53100

WORD AND TEXT

8cp; 3hpw
An introduction to textual analysis focusing on recent developments in the areas of linguistics, semiotics, narratology and cultural studies. Looks at language not as an aesthetic medium but as an agency of power.

53101

SOUND AND IMAGE

8cp; 3hpw
Students are introduced to an eclectic range of written, visual and aural texts and asked to work with these to concrete goals of understanding and production.

53102

MAKING AUSTRALIA

8cp; 3hpw
An introduction to the study of Australian history and politics. Emphasis is placed on the formation of the state and its institutions, and on social history from the European invasion to post-war immigration. Attention will be paid to the role of the media in Australian politics and social relations. Students will be introduced to the use of computers in research.

53150

JOURNALISM

8cp; 3hpw
prerequisites: any two of 53100 Word and Text; 53101 Sound and Image; or 53102 Making Australia
This unit provides a general introduction to both the practice and theory of journalism. The broad range of possible styles of journalism and their links with other forms of media production will be discussed, but the emphasis will be on the production of news. Students will be introduced to basic reporting skills and undertake practical reporting assignments which will be examined in the light of some theories of journalism production. There will be discussion of the history of journalism; the relationship of notions of professionalism to journalism practice; the relationship of changing technologies to journalism practice; and how questions of ownership and control relate to the work of journalists. A special topic will be the Reporting of Aboriginal Issues.

53151

THEORY AND RESEARCH: SOCIAL AND POLITICAL

8cp; 3hpw
prerequisites: any two of 53100 Word and Text; 53101 Sound and Image; or 53102 Making Australia
Deals with the relationship between theory and method and the way in which various methodologies produce certain types of social and political knowledge. Issues covered will include: the fact/value debate; critiques of positivism; the status of experience; ethnography and the question of research subject; the structure/agency debate; and the question of methodological individualism. Looks at a variety of research methods in relation to theoretical practices e.g. liberal, Marxist, feminist, and phenomenological.

53152

TEXTUAL PRACTICE AND PLEASURES

8cp; 3hpw
prerequisites: any two of 53100 Word and Text; 53101 Sound and Image; or 53102 Making Australia
Introduction to the social production and practice of writing. Lectures will concentrate on prose narratives in both fictional and non-fictional forms, but there will be opportunities to consider

and practise other genres in seminars/workshops. Lectures will develop questions of narrative theory introduced in the subject Word and Text, and will apply these to: prose fiction, writing for screen and television, historical writing and journalistic forms. Other non-fictional forms to be considered might include storytelling or history, interviewing, reviewing, and autobiography or biography. One group of lectures will consider the social construction of the 'writer', book production, distribution, and consumption, and the interactions between the production of popular fictions, film, magazines, and newspapers.

53153

SCREEN

8cp; 3hpw
prerequisites: any two of 53100 Word and Text; 53101 Sound and Image; or 53102 Making Australia

Students will develop critical, conceptual and practical skills in working with the moving image – both in terms of their production work, and their writing about film, video and television. Central debates and issues in screen theory will be introduced and discussed: sound-image relations, framing, visual style, the differences between the cinematic, televisual and video images. These issues will be addressed through the study of a broad range of film, TV and video work including animation, mainstream, avant-garde, and local independent work. Students will develop basic skills in shooting and editing film and video. They will also work on a number of practical exercises designed to develop their skills in visual style and an understanding of how film and video texts are constructed in terms of editing, camerawork and soundtrack.

53154

SOUND

8cp; 3hpw
prerequisites: any two of 53100 Word and Text; 53101 Sound and Image; or 53102 Making Australia

Aims to listen to the politics, economics, aesthetics and cultural differences of sound in a range of formats. These include radio (radio features, documentary and journalism); music recording; performance; the analysis of film and TV sound; and in other contexts of hearing and making sound throughout everyday life. The main 'case study' used for an integrated approach will be oral history. This will highlight issues of interviewing, listening, and editing for cultural difference. A case study will conceptually address questions of authenticity, representation, differences between televisual and radiophonic format, sound-design and the function of memory. A key concern in this unit will be the link between politics and aesthetics, particularly the different ways this link is articulated across genres, disciplines, professional ideologies, institutional practices, artistic contexts, news and documentary formats, and different cultures. In a workshop strand of the course students will be introduced to basic techniques of recording voice for interview, and basic digital editing.

53155

HYPERMEDIA

8cp; 3hpw
prerequisites: any two of 53100 Word and Text; 53101 Sound and Image; or 53102 Making Australia

Focuses on developing a range of critical and production skill needed in the fields of interactive and integrated media. Emphasises critical approaches to the practice of combining such production components as still photography, combining images, sounds and text into multimedia and interactive media programs. Focuses on the analysis of various historical, political and cultural

techniques for conceptually and practically designing media programs for specific markets and audiences. Analyses the relationship between computer technologies and the human interface in terms of race, class and gender. Examines, through case studies, various research and development cultures, media control and regulation policy; and presentation techniques used to speak to 'target' audiences, such as community groups, industry bodies and government organisations. Analyses the shifts from pre-industrial to post-industrial information society – telecommunications and monopoly capitalism.

53156

PHILOSOPHIES AND CULTURES

8cp; 3hpw
prerequisites: any two of 53100 Word and Text; 53101 Sound and Image; or 53102 Making Australia

Discusses the ways philosophies and cultural objects shift from one context to another, such as from Europe to Australia i.e. the importation of ideas, images, icons into Australia and their relation to colonialism. Addresses the question of translation/transformation, and how ideas/objects are adapted to the new context, marketed and 'read' e.g. bogus histories of origin, idealised landscapes. Finally discusses how colonially based ideas, icons and images, or those carrying the baggage of idealisation, can be re-transformed in a variety of modes – visually, textually or aurally – to express the interests of a post colonial, multicultural Australia.

53200

NEWS AND CURRENT AFFAIRS

8cp; 3hpw
prerequisite: 32cp at 100 level

Examines the major theoretical approaches to the study of journalistic practice and media production with particular reference to media institutions, professionalism, manipulation of news, the construction of difference and deviance, audiences and alternative media. Examines both contemporary journalistic output in the media, and students' own journalistic production in the light of these different theoretical points of view.

53201

THEORIES OF COMMUNICATION

8cp; 3hpw
prerequisite: 32cp at 100 level

Investigates the media and other systems of 'mediated communication' and considers different theoretical frameworks applied to these questions. The systems of media and communication are at the forefront of technological change, and are central agencies in the transmission of hegemonic cultural values as instruments of political power. As organisations they acquire their own culture and practices which inform the ways in which they reflect society. Recent critiques associated with post-modernism and post-structuralism have, however, thrown open debate as to whether a 'true' communication is possible, and whether media can be distinguished from other social phenomena. The unit will also investigate approaches to 'meaning' in relation to its reception by audiences.

53202

LEGAL ASPECTS OF COMMUNICATION

8cp; 3hpw
prerequisite: 32cp at 100 level

Aims to equip students with a working knowledge of those aspects of the law which directly impinge on media production and consumption. Examines the ways in which media regulation relates to social, political and economic processes. While the substantive law in key areas is outlined, there is also an emphasis on understanding how legal processes affect media work in practice. Directly focuses on how legal regulatory systems interact with communication and provides students with an opportunity to develop their general understanding of the law and its role in society.

53203

COMMUNICATION AND CONTROL

8cp; 3hpw
prerequisite: 32cp at 100 level

Covers the political economy of the communication industries and their relationship to general economic tendencies. Investigates some of the controlling political, economic and technological forces that impact on communications and the media. Examines the extent to which political power is dependent on the media and the role of government supported and public broadcasting. Also analyses possible strategies for resistance, and the relationship of specific social groups to media structures and practices.

53204

SOCIAL AND POLITICAL THEORIES

8cp; 3hpw
prerequisite: 32cp at 100 level

Introduces students to some of the major thinkers and concepts in social and political theory. Discusses their relevance for contemporary issues and their place in ongoing debates. May include an examination of theoretical approaches to issues such as: individualism, gender, ethnicity, social stratification, social cohesion, and citizenship.

53205

AUSTRALIAN POLITICS

8cp; 3hpw
prerequisite: 32cp at 100 level

This subject examines the institutions of Australian politics with a particular emphasis on the relationship between the media and politics. It includes both a detailed overview of formal political processes and discussion of political reporting, the press gallery, electoral campaigns, polls and lobbying.

53206

AUSTRALIA IN THE WORLD ECONOMY

8cp; 3hpw
prerequisite: 32cp at 100 level

Provides an introduction to major theories of political economy, aspects of the modern world economy, and the Australian economy. Seeks to develop both an understanding of the bodies of thought underlying current debates, and skills in analysing policy developments. Develops a political-economic approach which grounds such debates in an appropriate social, political and historical context.

53207

THE MAKING OF THE THIRD WORLD

8cp; 3hpw
prerequisite: 32cp at 100 level

Explores theories of the Third World and its predicament including development, dependency and post-colonial theory and critiques. Examines structural problems common to all Third World countries: debt, dependency, human rights, environmental degradation, poverty and hunger. Also looks at the histories and contemporary political structures of Latin America, Africa and the Middle East.

53208

ENERGY AND THE ENVIRONMENT

8cp; 3hpw
prerequisite: 32cp at 100 level

Explores the fundamental relationship between energy production (control and consumption) and environmental crises. Students will be encouraged to explore critically a series of case studies related but not confined to Australia, including the nuclear energy industry and weapons testing; hydro-electricity and damming; fossil fuel mining and Aboriginal land rights; petroleum industry control and foreign affairs; media representation of energy and its producers; and contemporary alternatives such as solar power.

53209

CULTURE, RACE AND ETHNICITY

8cp; 3hpw
prerequisite: 32cp at 100 level

Concerned with exploring various theoretical accounts of race and ethnicity. Will focus on such issues as: the cultural construction of race; the historical and political location of racism – race symbolism and politics; the idea of 'ethnicity' – ethnic mobilisation and ethnic politics. Will include a large component of minority group scholarship, and a comparative perspective.

53210

GENDER, CULTURE AND POWER

8cp; 3hpw
prerequisite: 32cp at 100 level

Addresses the social and historical construction of gender and sexuality and the relation between social structure, cultural practices and power relations. Analyses and examines strategic points for the operation of power – such as the family, work, and sexual relations – from a range of perspectives and in terms of interactions with representational and discursive practices.

53211

URBAN CULTURE

8cp; 3hpw
prerequisite: 32cp at 100 level

Looks at the development of cities over the centuries, from the Greek Polis to the Multi Function Polis. Examines the effects of modernism and post-modernism on the development of cities, particularly in architecture and art; environmental factors and changes; suburbanisation; changing transport patterns; urban consolidation; the role of councils; and the impact social movements have had on the design and development of cities.

53212

AUSTRALIAN HISTORY

8cp; 3hpw
prerequisite: 32cp at 100 level

Introduces students to the main issues in Australian history, the major theoretical debates and a wide range of sources that can be used to explore history (written, oral, material, visual). Though the content will vary, areas covered might include, for instance, the dispossession of Aboriginal peoples and continuing histories of survival; environmental history (uses of and responses to the Australian landscape); the labour movement and political history; gender relations and women's work; wars and masculinity; aspects of cultural history – modes of celebration, everyday life; and media history. Students are also encouraged to investigate their own past and see how this relates to the making of history within Australian cultures.

53213

JOURNALISM PRACTICE

8cp; 3hpw
prerequisite: 32cp at 100 level

Aims to develop news-writing skills to a high level. Lectures will give an insight into a range of different research, interviewing and reporting styles. Explores the relationship between journalists and their sources, and that between journalism and the institutions which are the subject of much daily reporting e.g. parliament, the courts, police, and large companies.

53214

BROADCAST JOURNALISM

8cp; 3hpw
prerequisite: 53213 Journalism Practice

Provides an introduction to broadcast journalism both in radio and TV. Examines the development and structure of the various organisational settings in which broadcast journalism is practised and the relationship between program makers and station management. Basic

radio reporting skills will be developed in workshops and there will be an emphasis on students gaining on-air experience. The relationship between images and sound in TV journalism will be discussed and analysed, and some of the basic camera operation and editing skills associated with TV journalism will be introduced. Students will be expected to produce a series of short stories for broadcast.

53215

FEATURES

8cp; 3hpw
prerequisite: 53213 Journalism Practice

Designed to introduce students to the skills involved in feature writing. Aims to give an insight into the breadth of styles available to non-fiction writing in the contexts in which this sort of journalism is produced including social realist writing, essays, columns, profiles, 'new journalism' and complex in-depth features. Students are encouraged to read widely. A range of researching, interviewing and writing techniques will be practised and critiqued. Ethical considerations will be discussed in the context of particular examples of production.

53216

PRINT PRODUCTION AND SUBEDITING

8cp; 3hpw
prerequisite: 53213 Journalism Practice

Aims to teach students print editing and production from start to finish so that they will be capable of handling anything from a brief news report to producing their own publication. Develops skills in each of the four main components of publishing – selection, preparation, presentation and production. Students learn and practise the conventions of subediting and computer layout and explore, in this context, the impact of electronic technology on print production.

53218

POWER AND SOCIAL REGULATION

8cp; 3hpw
prerequisite: 32cp at 100 level

Introduces students to different modes of social regulation in a country such as Australia. Focuses on regulation through organised knowledges and practices (penal, psychiatric, sexual, medical); the routinisation and ritualisation of everyday life; and by the formal expression of the foregoing in institutional and administrative arrangements (education, law, work). Students will be encouraged to develop work in combination with their production work, subject to negotiation with Subject Coordinators.

53219

ABORIGINAL STUDIES

8cp; 3hpw

Introduces students to the Aboriginal history of Australia, and to the Aboriginal analysis of the impact of white invasion and white society on Aboriginal nations. The course will develop those analyses around issues relating to dispossession such as land rights claims, legal control and force, political control and political mobilisation, health issues, employment issues, education, art, literature and film. Sources will include Aboriginal literature and art, oral history, dance, story and the activities and writings of Aboriginal authors and activists. The themes chosen will vary from year to year.

53220

PERFORMANCE WORKSHOP 1

8cp; 3hpw
prerequisite: 53222 Textual Poetics or approved 200 level units from other majors

An exploration of major 20th century theories of performance (Stanislavski, Meyerhold, Brecht, Artaud, Dada, Feminist Performance, Boal) and their relationship to current performance practice, with particular emphasis on directing, improvisation and performance analysis.

53222

TEXTUAL POETICS

8cp; 3hpw
prerequisite: 32cp at 100 level

Engages with language as it appears in different forms and genres of prose and poetry. Close attention is paid to narrative and notions of 'fine-writing'. Focuses on theories of literary uses of language, particularly those of the Russian formalists and social semiotics. Discusses the consequences of the institutionalisation of modernism for writing in general and popular genres in particular.

53223

TEXTUAL FORMATIONS

8cp; 3hpw
prerequisite: 53222 Textual Poetics

Involves research into particular formations texts, writers and textualities e.g. Bloomsbury, Harold Park, the hard-boiled school of detective writing, modernism and the avant-garde. The relationships between the writers, writing and wider social institutions are explored and theorised. Discusses the emergence of international genres, their circulation and the institutions of literature. Topics include: sites of writing; textual fashions; stars; formations of resistance (the Beats, feminist sci-fi, Oscar Wilde, Czech dissidents); salons; literary scandals; the politics and practices of consumption – literary magazines and literary journalism; marketing; reviewing; criticism; and the publishing industry.

53224

GENERIC FICTION 1

8cp; 3hpw
prerequisite: 53222 Textual Poetics

Generic Fiction 1 and 2 allow students to study formal and discursive features of particular genres. Different genres are offered for study in different semesters. Units offered include: The Textual Construction of Childhood; The Fantastic; The Body, Sex, Writing: Realisms; Science Fiction; Horror and the Gothic; Detective Romance; Travel: Biography; Autobiography. Courses investigate the particular genres in relation to contemporary genre theory, the publishing industry and wider cultural preoccupations.

53225

GENERIC FICTION 2

8cp; 3hpw
prerequisite: 53222 Textual Poetics

Continuation of 53224 Generic Fiction 1.

53226

FICTION WORKSHOP A

8cp; 3hpw
prerequisite: 40cp at 100 level

This is a workshop seminar unit which introduces creative writing students to theoretical consideration of the structures of narrative, and provides the opportunity for students to do extended work on pieces of fiction and non-fiction. Class work will include exercises in narration, character, voice and point of view.

53227

FICTION WORKSHOP B

8cp; 3hpw
prerequisite: 53226 Fiction Workshop A; or 53228 Poetry Writing; or 53229 Writing for Performance

Student work in fiction and non-fiction is workshopped with a special emphasis on editing for publication. Readings of texts will expand student awareness of the diverse possibilities of contemporary writing.

53228

POETRY WRITING

8cp; 3hpw

Offers students the opportunity for extensive work in poetry. Examines the development and modes of modern poetry through theoretical readings,

analysis of literary examples and discussions of students' writing. Contemporary Australian poetry is located within the debates surrounding romanticism, modernism, and post-modernism. Emphasis is placed on the student's own writing through a series of practical exercises in such techniques as interior and exterior viewpoints, lyric and narrative modes, author monologue and author–reader 'dialogue', rhyme, assonance, dissonance, alliteration, and metrics.

53229

WRITING FOR PERFORMANCE

8cp; 3hpw

Takes up the theory and practice of writing intended for individual or group performance in any medium. Teaching is primarily through workshops which will consider such aspects of craft as the structure of action, characterisation, suspense, imagery, subtext, exposition, improvisation, and translation of a text to the stage (or other medium).

53230

PRINT CULTURES

8cp; 3hpw
prerequisite: 53222 Textual Poetics

Explores the rise of print and its relationship to various moments of social anxiety: arguments over the merits of the novel and romance; comics; horror and fantasy; literary and moral discrimination; literacy and ethical self-formation. Investigates historical issues of print production and consumption. Studies forms such as 'the penny dreadful', 'dime novels', periodical and serial writing, 'fanzines', paperbacks, romances, women's magazines, sexual fiction and pornography. Asks questions about how these forms have been involved in the narration of the self, and how they have been used as sites of pleasure and for the refusal of official culture.

53231

READING AND REPRESENTING DIFFERENCE

8cp; 3hpw
prerequisite: 53222 Textual Poetics

Addresses various textual formations of social difference in each semester that it is offered, for example: Aboriginal Literature; Women and Writing; Writing and Multiculturalism; Writing and Sexual Difference. Depending on which of these topics is offered, the unit explores issues of race, ethnicity, multiculturalism, sex, gender and sexual preference. Considers theories and strategies of representation, genre and the rewriting of genres and the possibilities this rewriting opens for new understanding and contesting the representation of difference.

53232

NARRATING THE NATION

8cp; 3hpw
prerequisite: 53222 Textual Poetics

Ordinarily focuses on questions of how Australia has been constructed in various literatures at particular colonial and post-colonial moments, but may also examine other national cultures in any semester. Involves close reading of a number of historical and contemporary texts and identifies the generic, discursive and poetic strategies involved in narrating the nation. Does not aim to produce a notion of national identity, but rather investigates the strategies involved in deploying cultural production in this way.

53240

PUBLIC RELATIONS: PROCESS AND PRACTICE

8cp; 3hpw
prerequisite: 24cp at 100 level

Public relations is essentially an applied social science, relying heavily on communication expertise in interpersonal, group and organisational settings. This subject introduces students to the scope of professional practice and gives them

some experience in the field through client project and situation analysis. Students present individual learnings to the group.

53241

PUBLIC RELATIONS: RESEARCH AND COMMUNICATION

8cp; 3hpw
prerequisite: 53240 Public Relations: Process and Practice

Students develop an awareness of existing theoretical research in public relations and examine the role of research in professional practice. Students are required to have an understanding of current research trends and mass communication research methods. Each student is required to pursue individual interests in interpersonal, intercultural, organisational, mass or political communication and examine the implications these have for professional practice.

53242

COMMUNITY RELATIONS

8cp; 3hpw
prerequisite: 53240 Public Relations: Process and Practice

Aims to encourage a full appreciation of the need in practice to implement and maintain effective community relations programs requiring: a thorough knowledge of the community, effective two-way communication, and the development of definite policies to safeguard and protect the community's amenities and environment.

53250

FILM AND VIDEO 1

8cp; 3hpw
prerequisite: 24cp at 100 level

Students are introduced to film and video production in some detail, and will make a short project on film or video. The technique and theory of the following practical areas will be covered: video and 16 mm (non-sync) camera and sound; crew roles and practices when shooting a film or video; lighting; video and 16 mm film editing; sound mixing; post-production; production management; distribution; and exhibition. By the end of this course students should be able to make a short film or video on their own. This unit is compulsory for the Film and Video major.

53251

FILM 2

8cp; 3hpw
prerequisite: 53250 Film and Video 1

Introduces students to 16 mm sync sound film production. Class exercises are designed to increase understanding of the technical aspects of the various crew roles in a 16 mm production: director, cinematographer, camera operator, camera assistant, first assistant, sound recordist, boom operator, and editor. Students rotate roles on two main 16mm exercises which are then taken through editing and tracking, to sound mix stage. Students are provided with basic skills of 16 mm production which will be used for short film projects later in the major. There may be restriction of entry to this unit because of resource limitations. Classes will be balloted each semester.

53252

VIDEO 2

8cp; 3hpw
prerequisite: 53250 Film and Video 1

This unit provides opportunities for students to produce within a television studio environment and learn nonlinear video post-production. It teaches multi-camera and studio-crewing roles which are essential for professional work in any studio environment e.g. serial drama productions, corporate video, community and educational services and pay TV. It also teaches the new skills of nonlinear program composition. Students work in groups and have a range of project options from music clips and short dramas to variety and magazine style formats.

53253

DRAMA

8cp; 3hpw
prerequisite: 53250 Film and Video I

Develops students' abilities to communicate with actors, and to develop appropriate visual style for their programs. It is the main unit within the major to concentrate on the job of the director in working with actors, and in determining coverage and visual style. Students will work intensively, learning various techniques to elicit performances from actors. They will also work on various ways of covering short scenes to produce different textual results. Students will work on relevant exercises in and out of class and will finally produce a short scene on video using two actors.

53254

PROJECT 1

8cp; 3hpw
prerequisite: 53250 Film and Video I

Allows students to make a short film or video project, using ideas or concepts of their own, or those they may have developed in other units in the major, or in other areas of the degree. Extends the level of technical skills which a student has reached in previous units in the major. Students may only work in media, or use the technical base equipment that they have learnt how to use in other units. (There will be no opportunity to learn how to use new equipment in this unit.) Enables students to take a project from a basic idea through all stages to a completed project.

53255

ANIMATION AND VIDEO GRAPHICS

8cp; 3hpw
prerequisite: 53250 Film and Video I

Introduces students to film and video animation from idea, script, storyboard, artwork, pre-production to post-production. A broad range of animation techniques are studied. By a series of structured exercises, students are encouraged to develop their own style of animation, and take it through to a completed Super-8, 16 mm, or video production.

53256

DOCUMENTARY

8cp; 3hpw
prerequisite: 53250 Film and Video I

Students will develop their abilities to use various documentary techniques in the construction of documentary programs, and will view and analyse some existing documentary works. Practical exercises will be set to develop students' skills in such areas as verite filming, shooting for cutting, interview, voice-over, non-narrative sequences, reportage and the construction of an argument through the use of sound and image. Students will research and script a documentary project.

53257

SCREENWRITING

8cp; 3hpw
prerequisite: 53250 Film and Video I

Scriptwriting is an essential and often critically important step in the conceptual development of film, video and television projects, as well as a highly marketable writing skill that must be practised in very particular industrial settings with particular protocols. Aims to develop skills in writing a short work for film, video or television, from storyline through scene breakdown to final full draft, with close attention to: film form; television form; adaptation; story and drama; character; the collaborative process of working and reworking a script; script editing; and the environment of screenwriting as it is in this country.

53260

RECENT HOLLYWOOD

8cp; 3hpw

Begins by placing contemporary American cinema in the context of the 'new

Hollywood' cinema of the 1970s, itself understood in relation to the models of classical Hollywood cinema and European art cinema. The course covers aspects of the industrial-economic and textual-stylistic features of recent Hollywood filmmaking, examining particular genres and directors and looking at questions of the placement of women in recent American cinema (both the representation of women in the films and the women directors/writers/actors working in the cinema). Explores post-modernism, intertextuality and mixed genre forms.

53261

SCREENING AUSTRALIA

8cp; 3hpw

How has the idea of 'Australia' been defined and refined through audio-visual culture? Seeks to develop an understanding of the ways in which a national culture is presented, contested, circulated and exported through the media. Provides historical and industrial analyses of the genres and images and myths that formulate the volatile complex of ideas, presumptions, attitudes, and actions that gets called 'Australia'.

53262

FILM GENRE

8cp; 3hpw

Genre is at once an industrial and aesthetic term and set of determinations. To study a particular film genre – its variations and life-cycles over a period of time and social history – is to gain access to some understanding of how popular art forms shape and are shaped by the nature of the industry and its public, including that public's deeper wishes, fears and dreams.

53263

TELEVISION AND POPULAR CULTURE

8cp; 3hpw

Places what is arguably the dominant cultural 'screen' of our time – television – in the context of broader debates concerning mass/popular culture. Provides a sense of the history of television as a broadcast medium – conceiving of television simultaneously as an industrial/institutional object and a textual, signifying system – together with a sense of the history of cultural debates which have attached to this particular medium. Examines some of the dominant forms of television (news, current affairs, soaps, ads, talk shows, sport, mini-series, sitcoms) and some of the dominant ways of talking about television.

53264

MELODRAMA

8cp; 3hpw

In the history of performance and the audiovisual arts, the genre of melodrama has been resilient and consistently popular. How has this highly expressive form of storytelling been adapted to changing institutional and formal conditions throughout the history of cinema and television? What sub-genres of melodrama can be identified, and what do they tell us about cinema, television, society, and subjectivity? Indeed, what other cultural 'complexes' come within the ambit of an investigation of melodrama? How is melodrama relevant to present-day audiences?

53265

PERFORMANCE AND THE MOVING IMAGE

8cp; 3hpw

Responds to the growing interest in exploring the parameters of performance in film and video, both in screen theory and film and video production. Examines acting and performance styles and techniques in film and television. Specifically looks at filmic and televisual forms of performance, addressing such questions as the production of filmic space and the working of the soundtrack.

53266

VISION AND VISUALITY

8cp; 3hpw

Explores various innovative practices of visual representation across media – painting, photography, film, video, installation – concentrating on some significant cultural producers e.g. Bacon, Warhol, Sherman, Kruger, Mapplethorpe, Koons, Haacke, Ruiz, Godard, Fassbinder, Marker, Snow, Viola, and Callas. Concentrates on some of the innovative theoretical writing attached to some of these artistic practices e.g. the writing of Derrida, Marin, Foucault, Crary, Wollen, Mellencamp, de Lauretic, Deleuze, Lyotard, Krauss, Deutsch, Ross, Marcus, and Mulvey. Sometimes these innovative cultural practices (broadly, 'image production' and 'theoretical writing') will be examined in their own right, sometimes in relation to one another. In any given semester the course will not attempt a comprehensive coverage of all the material mentioned here but will focus on particular selections.

53267

ISSUES IN SCREEN THEORY: IMAGE, MOVEMENT, MONTAGE

8cp; 3hpw

Examines various concepts of the filmic, televisual and video image, and the practices and theories associated with these conceptions. This subject is particularly concerned with questions of temporality and movement in relation to the moving image, and these issues will be explored through ideas of montage and in-shot movement and statsis. Screenings will include a wide variety of work, ranging from the French New Wave to Latin American cinema.

53268

DOCUMENTARY CINEMA

8cp; 3hpw

Keeps students abreast of the current debates in documentary theory and production through screenings, seminars, and class debate. Provides students with historical and textual analyses of the various forms and themes of documentary from around the world. Students will discuss the social and political imperatives that have animated documentary cinema. They will also debate the ethical issues that have persistently loomed among the audiences, the makers and the 'subjects' of documentary representations. The vexed question of documentary cinema's relationship to 'Reality' will also be addressed throughout the course.

53270

VOICE AND THE SPOKEN WORD

8cp; 3hpw

Focuses on voice and the spoken word, particularly in radio and performance. Asks which voices are absent or silenced and which are present in terms of social structures e.g. sex, sexuality, gender, class, race, ethnicity and age. The effects of the structures of radio and professional values are also discussed in relation to these absences and presences. Studies the construction of voices and their 'authority' and 'inflection' through an examination of cultural, social and political speaking positions and rhetorics and asks how these vary across genres of program. Although the unit focuses mainly on radio, it does ask similar questions about the construction of voice in performance.

53271

SOUND, MUSIC, NOISE

8cp; 3hpw

An introduction to the study of sound, music and the poetics of sound in a wide range of production forms and cultural contexts. Students will be introduced to a number of critical approaches to the study of sound, music and poetics with initial emphasis being laid on the major practices in which the manipulation of sound plays an important part i.e. music, radio, sound performance, poetry, and film. Specific

theoretical and literary texts are considered in the context of a variety of radio and film pieces. Aims to provide a foundation set of critical terms for understanding the intellectual economy of the relations among the key terms – sound, music and noise – and how shifting perceptions of these relations influence a diverse range of practices including urban design and styles of living; linguistic theory; music theory; the construction of voice in both poetic and technological terms, the use of technologies in sound composition; and ideas subjectivity.

53272

SOUND INSTITUTIONS

8cp; 3hpw
prerequisite: either 53270 Voice and the Spoken Word; or 53271 Sound, Music, Noise

Considers the complex world of sound institutions. These include the various forms of broadcasting, the recording and distribution industries, and both historical and current developments in sound technologies. The course's general approach combines analysis of contemporary institutions with historical studies. Emphasises the often contradictory nature of contemporary political, commercial and bureaucratic organisations which control the production and distribution of mediatised types of sound where ideas of creation or performance are linked by the technological means of aural transmission. This emphasis is supported by research into the foundation and development of sound institutions and their complexity as contemporary administrative and production-oriented systems. Also incorporates smaller and less conspicuous systems designed for the control of spaces e.g. Muzaks, surveillance systems. A sound institution is defined throughout as an organisation of technological sound which implements some form of influence, control, information dispersal or technological representation of sound.

53273

POLITICS OF POPULAR SONG

8cp; 3hpw

A cultural studies course which covers both popular music with a political agenda and the politics of the popular music industry. Subject areas include philosophies of popular music, music journalism, world music, pop and rock in the deconstructed USSR and Eastern Europe, popular music and political spectacle, punk rock, black music, and music television. The overall focus will be on the social production and reception of popular music, rather than a musicological approach, and emphasis will be placed on issues of ethnicity as well as music video and the music scene in Sydney.

53274

MUSIC AND POST-MUSICS

8cp; 3hpw

Studies post-war composed musics and sound-art (avant-garde instrumental musics, studio-based electronic musics and sound performances) in their technological and theoretical contexts where both production and listening are concerned. Considers: (1) inherited theories of the post-war avant-garde; (2) cultural, technological and politico-critical models by which such new sound practices have been constructed; (3) the ways in which notions of textual form, performance, structure, sound and listening have been repositioned within modern musics and sound-works; and (4) the history of technological inventions with which many such practices are associated. Aims to raise a set of critical questions about the relation of music and sound in the contemporary period, relating these questions both to broader cultural and critical issues within the history of sound and to current studio production practices. A practical workshop will be available in later weeks of the course.

53275

SOUND PERFORMANCE

8cp; 3hpw
prerequisite: either 53270 Voice and the Spoken Word and 53271 Sound, Music, Noise; or 53277 Sound Design and 53278 On-Air Studio

Concentrates on innovative areas of writing for sound, sound-performance and sound-text. Looks at some historical instances within the poetics of sound-art and radio production, drawing equally from the work of the historical avant-garde and the work of modern feature makers and radio artists. Studio work will be addressed to contemporary practices – with equal emphasis on audio design, script/score and studio production – and will extend post-production studio techniques in multitracking, sound treatment and the production of performers. Student project work may reflect a sequence of different contexts for sound production – radiophonic, multimedia and live. Project work may be formatted in a variety of ways as radio pieces, sound script or tape-based live performance. Consideration will be given to students who wish to present research essays as final projects.

53276

SOUNDTRACK AND THE IMAGE

8cp; 3hpw
prerequisite: either 53270 Voice and the Spoken Word; or 53271 Sound, Music, Noise

Studies the film and television soundtrack and aims to introduce students to a range of critical theories in relation to their historical origins, compositional aspects and the meanings and experiences intended for cinema and television audiences. Gives students the opportunity for active analysis by providing critical viewing and listening sessions with selected film and television material. Covers four major areas: the silent film era; synchronous and asynchronous soundtracks; music and the soundtrack; and the soundtrack and the listener.

53277

SOUND DESIGN

8cp; 3hpw

Aims to introduce students conceptually and technically to production for audio design and broadcast sound. Skills of recording, interviewing, listening, editing and mixing are taught in a way that stresses an understanding of how operational techniques work to produce meanings in radio. Students work in a stereo digital medium. Theoretical issues important for sound and audio design – analogue and digital formats, listening, speaking positions, representation, professional values, and the relation between culture, aesthetics and politics of sound – are introduced at this level.

53278

ON-AIR STUDIO

8cp; 3hpw

Aims to introduce students to the journalistic and live aspects of radio production. Focuses on basic skills, concepts, and political issues in the design and production of live-to-air format programs. The politics, aesthetics and operational aspects of studio microphones, talk-back, interviewing, editing, mixing, studio operation, panel operation, continuity, program format and live voice are the concerns of the course. The implications of various formats are introduced e.g. breakfast style, miscellany, and magazine programs. Recommended for students outside the radio major with an interest in radio as a live broadcast medium.

53279

ADVANCED SOUND DESIGN – RADIO

8cp; 3hpw
prerequisite: 53277 Sound Design

This is the central post-production unit of the major. Students work in groups to produce music, feature, documentary and sound compositions. Emphasis is

placed upon multitrack format, post-production techniques and stereo design. Questions of composition and design are addressed operationally and conceptually in terms of aesthetics and political effects. After an initial shared core around these areas, the unit divides into two strands: one for those interested in concepts and skills of music production, and the other for those interested in concepts and skills in documentary and feature production. Students in both strands work on the post-production treatment of sound, though with different emphases.

53280

ADVANCED SOUND DESIGN – VISUAL

8cp; 3hpw
prerequisite: 53277 Sound Design

This subject teaches skills in the design, editing and digital multitrack mixing of soundtrack as an integral element in the production of the image. The semester will concentrate on those design elements in sound which 'lead' the image and counterpoint it. Addresses in particular those areas of sound which are not exclusively designed as spot effects in relation to already mapped visual cues and multilayered types of sound score. The class will be studying moments of a variety of movies where sound has been given a more privileged place than is usually the case in the design process within traditional approaches to filmmaking. As digital multitrack mixing is an advanced sound skill, students will be expected to have completed the prerequisite or show equivalent prior learning.

53281

RADIO LOCAL

8cp; 3hpw
prerequisite: 53277 Sound Design or 53278 On-Air Studio

Deals with questions relating to local and regional radio, in particular community, ethnic, Aboriginal and Pacific region broadcasting. Introduces at both a theoretical and practical level issues and skills of cross-cultural media production. Addresses both a political and aesthetic set of questions around culturally sensitive ways of interviewing, writing, listening, talkback, research, understanding protocols, and information dissemination. Explores issues about the functions of radio as a community service, and deals with networking and marketing of alternative radio in Australia and the Pacific.

53284

ADVERTISING 1

8cp; 3hpw

A theory/production unit that offers a theoretical and critical introduction to analysing the practices and strategies of the advertising and public communications industries. Traces the historical, political, economic and cultural influences which these industries have had on capitalism, both locally in Australia and internationally. Questions the role of multinational and post-colonial companies of the First World and their involvement in Third World countries. Examines the various ways in which the consumer is constructed and positioned as a subject. Investigates the use of semiotics, psychoanalysis, content analysis, behaviouralism, Marxism, feminism and aesthetics in the struggle to make sense of the increasingly wide range of media texts and the corporate ideologies that privilege and promote certain products, individuals and values above others in society. Investigates the structure of the advertising industry, its discourses and the professional practices of workers within various advertising departments and agencies. Questions how alternative, dissenting voices can make themselves heard.

53285

ADVERTISING 2

8cp; 3hpw
prerequisite: 53284 Advertising 1

Critically examines the relationship between radio, TV and print media and promotional cultures. Includes theories

of visual and textual design: layout, printing techniques and publishing processes; and the use of semiotics, textual theory and post-structural developments in analysis. Covers the history of advertising and the media, and what political, economic and cultural forces affected specific developments in various industries. Offers production skills in how to manipulate and integrate text with images and sound in a wide range of campaign contexts including radio campaigns, political advertising, direct advertising, computer graphics, rock clips, newspaper and magazine layout, promotional pamphlets and flyers, billboards, T-shirts, logos, and packaging. Production technology includes radio production (recording, mixing, broadcasting), still photography (slides and rear projection) and basic video (animatics).

53286

ART AND ADVERTISING

8cp; 3hpw
prerequisite: 53284 Advertising I

Traces the historical linkages between high art and advertising and seeks to critically analyse the increasingly pervasive intertextual relationship between these two previously isolated industries. Examines the political, economic and cultural forces which have brought about this symbiotic relationship. Topics include: Art Deco, Constructivism, Cubism, Futurism, Surrealism, Constructivism, Social Realism, the Bauhaus, Abstract Expressionism, Pop Art, Fluxus, Super Realism, Conceptual and Post Object Art, Performance Art, Trans Avant-Garde and Neo-Expressionism. Discusses the relationship between Modernism and post-modernism as they involve advertising. High art marketing: artist 'stables', gallery systems, government grant systems, sponsorship of art by corporate bodies, manufacture of the Neo, auctions (e.g. Christies). Art as commodity fetish/aesthetic. Appropriation of artworks by advertising e.g. Saatchi & Saatchi, and vice versa; the property laws of the original artwork; and copyright. Role of television and the press in popularising art.

53287

DESKTOP PUBLISHING AND DESIGN

8cp; 3hpw

A production subject that critically examines the impact of desktop publishing on society and encourages students to produce their own projects using such programs as Word, Write, Draw, Paint, Superpaint, Pagemaker, Postermaker and a variety of graphics packages. Topics include: the history of the desktop publishing and printing industries; and political, economic and cultural implications of the electronic revolution in the media, home, office and education. Terminology and concepts used in DTP. How DTP has affected print design styles, typography and illustration techniques. What capabilities DTP holds for the future work environments. How to set up a DTP workshop ergonomically.

53288

AUSTRALIAN ADVERTISING CULTURE

8cp; 3hpw
prerequisite: 53284 Advertising I

Examines the history, culture, theory and practice of advertising in Australia. Deals with how an agency works in all of its account and creative departments, and with clients, media and market research companies. Works practically in producing a campaign, taking it through all stages of research and development. Students select a campaign topic (contemporary or historical), carry out research and analysis into its brief, strategy and rhetoric, then produce a critical response in the form of either a new campaign or a critique using one or a combination of media e.g. print, radio, video or computer/DTP project. A 2,000-word essay or report is to accompany the major project which is presented to the class at the end of the semester.

53289

INTEGRATED MEDIA

8cp; 3hpw

Covers the critical and practical issues involved in the production and consumption of integrated media (multimedia). Issues include the historical, economic and cultural impact of computer generated information packages utilised in a range of domestic, industrial, educational and government sites. Using various textual elements (text, images, sound) students learn how to research, plan and produce an integrated project using computer packages such as Adobe Premiere, Aldus Persuasion, MacroMind Director and Media Maker.

53290

THEORIES OF CULTURE

8cp; 3hpw

Introduces the conceptualisation of a number of contemporary cultural problems through the work of Friedrich Nietzsche: the implications of the difference between moral systems and ethical practices; and the will to power in religions, fields of knowledge, and bureaucratic institutional practices. Western forms of nihilism and their contemporary manifestations, questions concerning aesthetics and the potential of the artist.

53291

WORLD CULTURE

8cp; 3hpw

Studies a wide range of attempts – historical, political and cultural – to produce the notion of an undifferentiated 'world' or 'global' culture. Particular attention is paid to concepts as diverse as Renaissance humanism, imperialism and cultural imperialism, 'globalisation' and TV, cultural syncretism and the new technologies.

53292

THEORIES OF SUBJECTIVITY 1

8cp; 3hpw

Addresses the question of the crisis of subjectivity which is related to a crisis in modernity. Discusses the development of the modern notion of the 'sovereign subject' from the philosophy of René Descartes and its transformations in the 18th and 19th centuries in the various attempts to deal with its anomalies. The most important of these for the purposes of this course is the psychoanalytic modification of the notion of subjectivity instigated by Sigmund Freud. Focuses on aspects of Freud's and Jacques Lacan's theories especially as they relate to the question of sexual difference and the difficulty of achieving subjectivity.

53293

THEORIES OF SUBJECTIVITY 2

8cp; 3hpw
prerequisite: 53292 Theories of Subjectivity 1

Addresses post-Lacanian theories of subjectivity, in particular feminist theories such as those of Julia Kristeva, Luce Irigary, Michelle Le Doeff, Catherine Clement and Helene Cixious. It will discuss the debates about sexual difference generated by the work of these theories, especially as these debates relate to women and language; to knowledge and the academy and other institutional forms of knowledge; and to women and the arts. These debates also have a bearing on other non-standard forms of sexuality such as the variety of gay sexualities.

53294

CRIME, MADNESS AND CULTURE

8cp; 3hpw
prerequisite: 53292 Theories of Subjectivity 1 or 53291 World Culture or 53290 Theories of Culture

Addresses the general questions: Why and how do incarcerating institutions and related bodies of knowledge and practices develop and what cultural

effects do they produce? Investigates how the 'criminal' and the 'mad' are socially and culturally constructed as 'deviant' in relation to the 'normal', through, for instance, invocations of 'law and order', 'justice' and the 'morality' of proper, disciplined behaviour. Focuses on specific case studies, with special attention to concerns of differences of race, class, gender, and sexuality.

53295

MEMORY AND THE CULTURAL IMAGINARY

8cp; 3hpw

The way a culture reflects on its present state and future often involves the contemplation of a diversity of cultural artefacts – museums, monuments, media texts, public spaces and so on. Studies a range of historical, philosophical and cultural research on memory and asks how this fuels what can be called a 'cultural imaginary' – the mirrors a society erects to image itself for others.

53296

TECHNOLOGY AND CULTURE

8cp; 3hpw
prerequisite: 53292 Theories of Subjectivity I or 53290 Theories of Culture

This examination of culture and technology will focus on a series of particular case studies, foregrounding issues of gender, sex and race. The ways that scientific and technological discourses construct sexual, racial, and ethnic subjectivities and differences will be discussed. Technofear and technophilia will be touched on. Case studies may include military, medical, computer, domestic and communications technologies.

53297

THEORIES OF THE IMAGE

8cp; 3hpw
prerequisite: 16cp at 200 level in the major

The content of this unit will vary between a number of different modes of image composition e.g. cinema, painting and the 'fine arts', and electronic/mathematical image making. Provides a philosophical approach to the development of image-concepts in these different modes i.e. cinematographic, painterly, photographic, computer graphic concepts of time and space, body and movement, memory, perception and affects. The content of the unit will vary depending on which mode of image composition is taught.

53298

AESTHETICS

8cp; 3hpw
prerequisite: 8cp at 200 level in the major

Takes the concept of 'aesthetics' and especially modernist and post-modernist aesthetics, as problematic for any study of culture or cultural production. In particular, commonplace notions of 'the aesthetic' are contrasted with more technical applications, in fields such as design, criticism and philosophy.

53300

INTERNATIONAL ASPECTS OF COMMUNICATION

8cp; 3hpw
prerequisite: 8cp at 200 level in the major

Examines some of the ways in which scholars have thought about nations and empires in relation to systems of communication. Also examines some contemporary international issues arising from the imbalance in control of communication and information flows. The impact of technologies employed, the international machinery of the United Nations and national regulatory regimes will be explored in this context.

53301

COMMUNICATION, TIME AND SPACE

8cp; 3hpw
prerequisite: 53201 Theories of Communication

Examines the way communication technologies such as writing, the telegraph, the telephone, radio, television, film and information technologies have influenced people's perceptions of time and space, and assesses the significance of these changes in terms of changing subjectivities, conceptions of communities, cultures and politics.

53302

DEVELOPMENT, DEPENDENCY AND THE MEDIA

8cp; 3hpw
prerequisite: 53201 Theories of Communication

Examines the traditional debates between modernisation and dependency theory with respect to the ideologies, traditions and expectations made of media producers in modernising and underdeveloped countries. Recent theoretical trends away from the development/dependency dipole are examined. Comparison is made with the theory and practice of media production in developed liberal democracies. Case studies for examination will be selected from countries which have a socialist and formerly socialist political system.

53303

ORIENTALISM: CONSTRUCTS OF THE EAST

8cp; 3hpw
prerequisite: 8cp at 200 level

Edward Said's key work establishes the theory and practice of orientalism as a Western representation of, and cluster of knowledges about 'the Orient', based on notions of difference and the exotic which have historically underpinned and validated Western hegemony. This course traces the production of 'the Orient' in a range of discourses from scholarship, art, literature to contemporary formulations in politics and popular culture. A major focus will be the constitution of 'Australia's Orient' i.e. the cultural and political constructions that underwrite Australia's relations with West and East Asia.

53304

INTERNATIONAL POLITICAL ECONOMY

8cp; 3hpw
prerequisite: 53206 Australia in the World Economy or 53207 The Making of the Third World

Analyses the processes of restructuring of the global economy and the internationalisation of national economies. Examines the implications for particular nation-states and communities in both the advanced capitalist and developing countries (the Third World), and considers theoretical insights developed from particular bodies of thought. Develops case studies based upon developments in the Asia–Pacific region.

53305

ISSUES IN AUSTRALIAN POLITICS

8cp; 3hpw
prerequisite: 53205 Australian Politics

Examines case studies of decision making in Australian politics. Looks at the various processes and areas in which policy decisions are produced, and at the actors and interests involved. Critically discusses models and theories of decision making and focuses on a number of particular decisions in Australia's recent political history which have had major impact on Australian life.

53306

HISTORY OF SOCIAL AND POLITICAL THOUGHT

8cp; 3hpw
prerequisite: 8cp at 200 level

Explores the relationship between history and the development of social and political thought. Examines in detail particular aspects of this relationship, and may focus on specific topics, such as the history of feminist thought,

utopias, systems of religion and theories of everyday life.

53307

ASIAN AND PACIFIC POLITICS

8cp; 3hpw
prerequisite: 8cp at 200 level

Focuses on the histories and structures of societies of South-East Asia and the Pacific, with reference to Australian foreign and aid policy in the region. The Pacific Rim is the site of the most dynamic development in the late 20th century, while the Pacific region is variously described as an American lake, a nuclear dumping ground, and a tourist haven. Analyses social, political and economic trends in the area.

53308

INTERNATIONAL POLITICS

8cp; 3hpw
prerequisite: 8cp at 200 level

Focuses on the current internationalisation of environmental, political and social problems. Discusses the US–Japan hegemony in the New World (post-Cold War) Order, and the major problems shared by contemporary societies: 'hot money' and the flight of capital; superexploitation in the Third World and the feminisation of poverty; the environment – soil degradation and deforestation; AIDS and sex tourism; and the international arms race including the nuclear factor, post-Chernobyl.

53309

FILM, TELEVISION AND HISTORY

8cp; 3hpw
prerequisite: 8cp at 200 level

Intended for students familiar to some extent with the theory and practice of historical research. Aims to give them an understanding of debates in both screen theory and historiography about historical representation in audiovisual media for public presentation. Further aims to give students skills in the design, production and presentation of research briefs by historians working audiovisual media.

53310

RELIGION, MAGIC, SCIENCE AND THE SUPERNATURAL

8cp; 3hpw
prerequisite: 8cp at 200 level

Broadly concerned with introducing students to either comparative religion or to bodies of thought about magic and witchcraft. The content will vary from year to year. Considers phenomena such as systems of religious beliefs and practices, or magical beliefs and practices, as culturally and historically located bodies of knowledge. Considers the way in which symbols work in the organisation of knowledge.

53311

APPLYING ABORIGINAL HISTORY

8cp; 3hpw
prerequisite: 53212 Australian History or 53219 Aboriginal Studies

Critically examines the constructions of Aboriginal history created by the disciplines of history and anthropology. Emphasising the work of Aboriginal historians, the unit introduces students to current debates over content, theory and methodologies. Students are encouraged to explore the ethical and political implications of historical production in many media in relation to Aboriginal people.

53312

POPULAR HISTORIES

8cp; 3hpw
prerequisite: 53212 Australian History

Focuses on history and popular culture. Examines a range of historical representation in popular forms such as historical novels, TV mini-series, school histories, genealogy, music (traditional and rock) newspapers and radio in order to investigate the processes by which people understand the past and social memory is produced. In particular there will be some exploration of the

relationship between popular forms and academic discourses; history, experience and truth; the privatised making of history and memory. Uses some instances of political mobilisations of history as the starting point for critique.

53313

ENVIRONMENT, HERITAGE AND HISTORY

8cp; 3hpw
prerequisite: 53212 Australian History

Explores the policies and practice of environmental and heritage industries. Critically examines the theoretical basis and political implications of cultural heritage management in relation to the three major area of heritage law and activism: Aboriginal sites, natural environment and built environment.

53314

SOCIAL POLICY

8cp; 3hpw
prerequisite: 8cp at 200 level

'Social policy' is a term used to refer to those aspects of governmental activity concerned with the reproduction of populations and workforces through collective consumption – education, health, housing, social security, social welfare, and employment. This subject draws on a number of disciplines in the social sciences and humanities to offer a historically informed analysis of contemporary social policy issues in Australia from a comparative international perspective. Students are encouraged to work on topics and issues which they see as relevant, and to participate in active critiques of existing policies and alternative possibilities. Covers a range of issues set within the review and development of social theories of the state and social relations.

53315

HISTORY – SPECIAL SUBJECT

8cp; 3hpw
prerequisite: 16cp in History subjects in major, with at least 8cp at 300 level

Provides opportunities for more advanced historical study. Has a flexible content and structure to accommodate the contemporary range of staff or student concerns in any one semester. Particularly aims to build on the general grounding in content at 200 level by providing more focused studies on a particular theme, period or genre e.g. the history of the Sydney region, feminist history, history of Australian media.

53316

SOCIAL SCIENCE – SPECIAL PROJECT

8cp; 3hpw
prerequisite: 16cp at 200 and 300 levels

Will be offered occasionally to advanced students in the Sociology and History strand of the Communication, History, Politics and Society major, and to Honours and postgraduate students on a topic defined from either student or staff research interests.

53317

COMMUNICATION – SPECIAL PROJECT

8cp; 3hpw
prerequisite: 53201 Theories of Communication

Will explore, in depth, both current issues arising in the communications and media fields, and recent theoretical debates which relate to these areas. From time to time will involve an analysis of issues which overlap across studies areas e.g. Communications Studies and Textual Theory, and across studies and production areas e.g. Communication Studies and Journalism.

53318

INFORMATION, DESIGN AND TECHNOLOGY

8cp; 3hpw
prerequisite: 8cp at 200 level

Explores current and potential uses of computers for data processing, graphics, networking, artificial intelligence, interactive systems and the like. Analyses ideas of the information society by assessing the social effects of information technologies including the transformation of writing and clerical work; the global operation of information systems; new possibilities for communication networks; research and art; and new conceptions of the human body. Will include a practical component to develop students' familiarity with advanced uses of computers.

53319

POLITICAL ECONOMY OF TECHNOLOGY

8cp; 3hpw
prerequisite: 8cp at 200 level

Assesses the relationship between technological change, organisational structure and practices, and economic, political and social changes in Australian capitalism. The main focus is upon the relationship between technologies of production and employment and work in Australia. Examines current modes of deployment of such technologies, their interaction with relations of power, control and resistance in workplace, and the strategies and responses of various institutional actors e.g. corporations, trade unions, governments.

53320

INVESTIGATIONS

8cp; 3hpw
prerequisite: 53213 Journalism Practice

Examines the development of the notion of investigative journalism and explores its role in the larger context of journalism practice and politics generally. Investigative research techniques are developed and analysed in the context of previously published stories. Students undertake one or more stories, discussing ethical, legal and strategic issues, as well as problems of confidentiality. The emphasis is placed on the process of attempting a story, rather than simply on results. The question of how and where investigative stories can be published is tackled.

53321

RADIO JOURNALISM

8cp; 3hpw
prerequisite: 53214 Broadcast Journalism

An advanced radio journalism course through which students will get an understanding of the production of talk shows, current affairs reporting and features. Workshops will be held with senior radio journalists to discuss examples of their work. An emphasis will be placed on students gaining experience in on-air facilities. Students will prepare a major radio project which can be either a documentary or a studio live piece.

53323

SPECIALIST REPORTING

8cp; 3hpw
prerequisite: 53213 Journalism Practice

Develops skills in a chosen area of specialist reporting for example business reporting, legal reporting, science reporting or reporting on social welfare issues. Students will develop skills in becoming acquainted with the relevant issues and research in a selected area, and will explore ways of reflecting theoretical and technical concerns in their journalistic work. Questions of style and content will be discussed in relation to a variety of publishing outlets.

53324

TELEVISION JOURNALISM

8cp; 3hpw
prerequisite: 53214 Broadcast Journalism

Deals with the production of television journalism in the field and in the studio.

Develops production skills in visual language, camera operation, editing, scripting, interviewing, graphics design, presentation, production planning and format design. The production skills are taught in an interdisciplinary, theoretical context drawing on media, social and political studies.

53325

PUBLICATIONS: TECHNIQUES AND PRACTICE

8cp; 3hpw
prerequisite: 53213 Journalism Practice

Offers students the opportunity to develop their editing and production skills within the context of the production of the magazine *New Journalist*, a critical media monitor which aims to promote vigorous discussion of journalism, its practice and practitioners. Students will examine a range of magazines – from niche to mainstream – exploring editorial and production issues from the role of the editor and the determining of editorial priorities to the commissioning of stories/artwork and the potential of computer-generated text and graphics. The prospect of independent publishing – 'printing your own' – is of special interest.

53327

JOURNALISM PROJECT

8cp; 3hpw
prerequisite: 53213 Journalism Practice

Gives students the opportunity to carry out an in-depth journalism project which is of publishable quality. The project will be supervised and can be carried out either in groups or individually. It can be a radio, TV or print project and, with the approval of a relevant studies lecturer, can be integrated with a studies subject. A project proposal must be approved by the Journalism Project Coordinator before enrolment. Workshops will be scheduled to report on projects and to discuss issues arising out of the journalism practice involved.

53328

COMMUNICATION RESEARCH: SPECIAL TOPIC

8cp; 3hpw
prerequisite: 8cp at 200 level plus 8cp at 300 level in major

Requires students to undertake original research on an agreed time frame, from the specification of the research project, the review of relevant literature, the development of appropriate methods (which may come from different disciplines) to the collation, evaluation and presentation of the results.

53329

SOCIAL SCIENCE PROJECT

8cp; 3hpw
prerequisite: 16cp at 200 level plus 8cp at 300 level in major

Offers the opportunity for students to complete their major with a research project in either a group or individual mode. The topic areas will be negotiated between students and the staff teaching the subject through individual learning contracts with specified goals or through group projects. Students may link this subject with an advanced production subject by agreement, and thus offer a larger project for assessment.

53330

PERFORMANCE WORKSHOP 2

8cp; 3hpw
prerequisite: 53220 Performance Workshop 1

The devising and presentation of a performance, with particular emphasis on the process of translating a text to the stage. Explores the relationship between text and performance, and the possibilities and constraints of realising a text. The final text may be an existing one, or may be developed by the group.

53331

TEXTUAL STUDIES SEMINAR

8cp; 3hpw
prerequisite: 53222 Textual Poetics plus 16cp at 200 and 300 levels

This higher-level unit is open to various topics or areas of concentration. It might involve intensive study of a single writer, or focus on particular critical or theoretical issues. The content will be advertised prior to the running of the course.

53332

TEXTUAL STUDIES PROJECT

8cp; 3hpw
prerequisite: 53222 Textual Poetics plus 16cp at 200 or 300 level

Intended to provide students with the opportunity to realise a project of their own design which is the culmination of their work in Textual Studies. At the beginning each student will propose a specific project which will be developed in consultation with the lecturer and presented in class. The emphasis will be on sophisticated research methods and high standards of presentation.

53333

PERFORMANCE PROJECT

8cp; 3hpw
prerequisite: 53330 Performance Workshop 2

A group-devised performance piece based on improvisation and ensemble work. The integration of production elements from other areas is encouraged.

53335

WRITING PROJECT

8cp; 3hpw
prerequisite: 32cp in major

Offers students the opportunity to work on a sustained piece of writing of their own choice, in poetry, drama or narrative. Writing projects are individually supervised. Project proposals must be submitted and approved before enrolment into the unit. Also includes readings by students and guest writers as well as seminars on such topics as the structure of the publishing industry in Australia and State funding of the arts. Guests such as literary editors, publishers' editors, reviewers are invited to participate.

53336

SPECIAL WRITING WORKSHOP A

8cp; 3hpw
prerequisite: 8cp at 200 level

A unit designed to meet the needs of different areas of the Writing major. Content varies from year to year. Could include short story writing, advanced writing for film, television, novel writing, or non-fiction writing.

53337

SPECIAL WRITING WORKSHOP B

8cp; 3hpw
prerequisite: 8cp at 200 level

As for Special Writing Workshop A, this subject varies in content from year to year. The B unit could include specialised poetry writing, 'new journalism', playwriting, or advanced work in the novel.

53338

GENRE WRITING

8cp; 3hpw
prerequisite: 8cp at 200 level

Content changes from year to year according to student demand and availability of staff. Students consider the theoretical implications of generic form, the ways in which those forms are expanded and subverted, the historical significance of various genres and their literary and popular histories. Topics include detective, thriller, romance, fantasy, experimental fiction, writing for young people.

53340

PUBLIC RELATIONS: ISSUES AND MANAGEMENT

8cp; 3hpw
prerequisite: 53240 Public Relations: Process and Practice

Issues are unsettled matters which can impact on an organisation's stability and viability within the wider community, both local and global. Looks at methods of identifying issues, analysing them, devising strategies to deal with them and, most importantly, taking action to prompt or alleviate the generation of legislative social action.

53341

PUBLIC RELATIONS IN GLOBAL DEVELOPMENT

8cp; 3hpw
prerequisite: 53240 Public Relations: Process and Practice

Public relations has sometimes been viewed by non-practitioners as a manipulative tool to direct public opinion. Takes a historical view of the theory and practice of public relations, surveys its origins and applications in practice, and critically examines existing campaigns in both local and global contexts. Looks at contributions from public, non-profit, corporate and consultancy sectors and critically evaluates their impact. Underlying motives and ethics of practice will be measured against the urgent economic imperatives of global development priorities.

53342

PUBLIC RELATIONS PROJECT

8cp; 3hpw
prerequisite: 53240 Public Relations: Process and Practice

This subject is the final or capstone course in the major and sub-major and draws together all the student's learnings throughout the course. Students are required to undertake a major field work assignment which might be individual or group. Students decide upon their topics in consultation with the lecturer and are required to submit a substantial report on their findings.

53350

SCRIPT PRODUCTION AND DESIGN

8cp; 3hpw

Allows students to develop the necessary skills to produce a short film or video outside the context of the major. Screenings of independent film and video work will provide a framework for study of the wider film and video industry and culture. Issues of producing a project – budgeting, raising money, funding submission, contracts, marketing and distribution will be related to the context for film and video making within Australia. Students will be provided with encouragement in their attempts to raise financial support for their project. Students take a script at first draft stage through script revision, production planning, budgeting, and issues of pre-production and production management to shooting script. While the unit provides script discussion and emphasis on reworking a script through several drafts, it is not the unit in the basic skills of scriptwriting.

53351

EXPERIMENTAL FILM AND VIDEO

8cp; 3hpw
prerequisite: one of 53251 Film 2, or 53252 Video 2, or 53255 Animation and Video Graphics

Develops a student's skills in 16 mm and video production, in particular to encourage his/her experimentation in image construction and the relationship of soundtrack to image. Through the production of a short experimental work, students will have the opportunity to express ideas and concepts explored in other areas of the degree, through non-naturalistic means. Examines the ways in which the process of production affects innovative work.

53352

PROJECT DEVELOPMENT AND THE INDUSTRY

8cp; 3hpw
prerequisite: 53251 Film 2 or 53252 Video 2

This unit is offered by supervision only. It is appropriate when a Project 2 project is more than one semester's work. A student can take this unit as the first stage of that longer work. For example, if it is an animation project or involved experimental work or a documentary that would involve a lot of shooting or editing, it may be useful to take the project over two semesters. However, a student would still have to produce a shooting script and schedule and details of the project to justify such a plan. If a student obtains an attachment, or conducts research into an aspect of the industry, or develops a particular skill area, he or she can put together a study contract for this unit. It would require a detailed proposal of what she or he wanted to do and why, regular reports and a report from someone at the attachment or project, and a final written report/critique on the student's experience. Paid work in the industry is not counted towards this subject.

53353

PROJECT 2

8cp; 3hpw
prerequisite: 53251 Film 2, or 53252 Video 2, or 53255 Animation and Video Graphics if it is taken as Advanced Animation Project

May be taken in various ways. In the Project, students will post-produce or produce and post-produce a film and video project of their own choice. They will be assessed on the completed project. In the Advanced Animation Project, students will shoot and complete an animation film or video. In the Sponsored Project, students will work supervised by their lecturer through all stages of production and post-production, and will be assessed on the basis of the completed project. Students may not be allowed to enrol in the subject unless they can provide a final draft script in the case of a drama, and a script or full treatment in the case of a documentary or experimental project, plus evidence of work already done on pre-production where necessary. In the case of a Class Project, a whole class of students supervised by their lecturer may be involved in making a project, either sponsored or on their own. Attachment Project provides the opportunity for students to be supervised through an industry attachment or a particular liaison project which develops their film and video skills. By agreement with their supervising lecturer, students will undertake work on one or more industry film and television productions. Their work will be supervised, and they will be expected to provide a written report. In the Exhibition and Distribution Project, students may undertake a project organising the exhibition or distribution of a film or video (or combined package) by agreement with their supervising lecturer.

53354

SPECIAL INTEREST SCREEN SEMINAR (INTEGRATED UNIT)

8cp; 3hpw

Allows advanced level Screen Studies students and Film and Video Production students to explore the interconnection between an area of theoretical study and practical production. Encourages students to contribute to contemporary screen debates from their production as well as their written work. The content will vary according to the demand and interests of both students and staff. Students will work on a designed set of exercises with the objective of producing several small productions exploring the area under study.

53355

NATIONAL CINEMA

8cp; 3hpw

How does a national cinema register its culture of origin, and project and circulate a particular nexus of people, place and history both to itself and to the rest

of the world? Seeks to sense the ways in which a cinema may 'dream' the history of its place of origin. The national cinemas available for study from time to time include German, French, Japanese, and Latin American.

53356

FILM, GENDER AND DESIRE

8cp; 3hpw
prerequisite: 8cp at 200 level in major

An advanced level unit which explores debates about representation, gender, sexual difference, and desire, through a wide variety of theoretical and film texts. Examines some of the central issues in feminist film theory and practices, and the more recent 'queer theory', addressing ideas such as gendered spectatorship and how 'cinematic pleasures' have been defined.

53357

FILM INTO VIDEO

8cp; 3hpw

Examines the challenge to traditional notions of representation, reception and theorisation thrown up by video. Attempts to construct a theory or theories that might be adequate to understand this new medium.

53358

SCREEN STUDIES PROJECT

8cp; 3hpw

In this advanced unit, students will undertake a research project and write a report concerning currently controversial or topical or speculative aspects of the 'industry' and 'art' of film, video and TV. The research will be facilitated through class discussion, specific readings and screenings but students will also be encouraged to undertake their own research developing out of the collective enquiry. There will be a sense of 'groundbreaking' in the course, insofar as the topics under investigation will not be covered fully in orthodox film theories and histories.

53360

PHILOSOPHIES OF SOUND

8cp; 3hpw
prerequisite: 53270 Voice and the Spoken Word plus 16cp at 200 level

Studies an interlocking set of philosophical and technology-related concepts which have, in regard to modern practices of sound recording and composition, come to constitute the current idea of sound. Readings and auditions within the seminar will initially analyse a set of conceptual links within key modernist theories and practices to do with music, language, poetry, hermeneutics, sound recording and both scientific and artistic ('avant-garde') uses of sound. This historical and modernist base is then considered more narrowly in the contemporary context, selecting among concurrent philosophies of listening, subjectivities, psychoanalysis, semiotics, feminisms, mythic analysis, architecture, language, meditation, religion, therapeutics, technology and cultural theories of incorporation, writing and the body. Proceeds by way of detailed consideration of selected pieces and significant philosophical documents from the history of sound-production and its theories.

53361

SOUND SEMINAR

8cp; 3hpw
prerequisite: 53270 Voice and the Spoken Word and 16cp at 200 level or 53271 Sound, Music, Noise and 16cp at 200 level

Consists of a core course plus small tutorial strands and is a preparatory seminar for final project work. Designed for the extended audition and analysis of significant pieces of radiophonic and music production – with an equal emphasis being given to contemporary and international practices within writing-with-sound, produced features, sound-art and innovative studio-based musics. There will be opportunities for some technically-based skills acquisition in post-produced sound.

Project work will consist of the preparation of a reading and listening research dossier within each tutorial strand plus an individual or collaborative development of a treatment of a sound-production. Students who plan to major in Sound Studies Project will be required to prepare a reading and listening dossier and outline a significant critical and/or theoretical research project.

53362

SOUND STUDIES PROJECT

8cp; 3hpw
prerequisite: either 53361 Sound Seminar or 53360 Philosophies of Sound Seminar

Designed for those students who are interested in exploring in more depth particular issues which have arisen from their general courses in Sound Studies and brought forward in their work for Philosophies of Sound Seminar or Sound Seminar (Radio). Intended to have a flexible content, form and structure, depending on student and staff concerns and available production means. Project work conducted through Sound Studies Project is in essay format and must be conceived as a contribution to the school's annual Sound Studies Yearbook.

53363

RADIO SEMINAR

8cp; 3hpw
prerequisite: 53277 Sound Design or 53278 On-Air Studio

Consists of a core course plus small tutorial strands and is a preparatory seminar for final project work. Designed for the extended audition and analysis of significant pieces of documentary and feature productions and live-to-air-series. There will be opportunities for some technically based skills acquisition in post-produced sound. Project work will consist of the preparation of a reading and listening research dossier within each tutorial strand, plus an individual or collaborative development of a treatment for a documentary, feature or live production in preparation for Radio Project in the following semester. The treatment will be accompanied by a 'rationale' which integrates analysis of the concepts, forms and formats of the projected production.

53364

RADIO PROJECT

8cp; 3hpw
prerequisite: 53363 Radio Seminar or 53361 Sound Seminar

Designed for those students who are interested in exploring particular issues and production formats in more depth. It is intended to have a flexible content, form and structure, depending on student and staff concerns. Will consist of three strands to allow students to specialise in accordance with the preparation in their seminar units: performance, documentary/feature, and live-to-air.

53365

TELEVISION ADVERTISING

8cp; 3hpw
prerequisite: 53284 Advertising I

Aims to provide a detailed critical and practical breakdown of how television advertisements are produced and what economic, political, cultural and historical pressures are working on the various stages of production: from concept brief, storyboard and pre-production details to casting, lighting, set designing, location, hunting, shooting, editing and post-dubbing sound and voice-overs and titles. Post-production stages – marketing, distribution and account managing – are also studied in depth. Examines the relationship between advertisements and programming; time buying, sponsorship of TV events, sports and mini-series to political advertising and polls. This production subject also examines in detail the theories and criticisms made of television advertising by various industry 'gurus', lobby groups and academics with the view to encouraging more socially conscious, aesthetically stimulating and politically sensitive ads on a

wide range of issues for clients ranging from small community groups to corporate enterprises. Also takes students through the practical skills of making a TV advertisement and shows them how to present ideas to the client at the various stages of production.

53366

INTERACTIVE MEDIA

8cp; 3hpw
prerequisite: 53284 Advertising I

Covers the critical and practical issues involved in the production and consumption of integrated media (multimedia). Issues include the historical, economic and cultural impact of computer-generated information packages utilised in a range of domestic, industrial, educational and governmental sites. Using various textual elements (text, images, sounds) students learn how to research, plan and produce an interactive project using computer packages such as Hypercard and HyperResearch. Students are required to produce a short (35 mins) project for a specific market with a written report listing research and analysis of project concept and strategy.

53367

ADVANCED SPECIAL ADVERTISING TOPIC

8cp; 3hpw
prerequisite: 53284 Advertising I

As a studies/production mix, this unit focuses on a special topic of contemporary debate in the field of advertising and communications e.g. the representation of women in advertising, cigarette sponsorship in sport, and political campaigns. A detailed analysis of the historical, cultural and economic issues that position such debates and issues will be carried out with the aim of producing a critical response for public presentation or publishing. Aims to involve students in researching and producing a paper, audio-visual or article that could contribute to such debates, either academically or in the broader media and publishing arenas. Students will produce a major project in line with their production experience using a variety of media e.g. for radio, press, TV or the classroom.

53368

ADVERTISING PROJECT

8cp; 3hpw
prerequisite: 53284 Advertising I plus 53285 Advertising 2 plus another 8cp in the major

This is a final year advanced unit needed to complete the major and therefore students are required to work with a selected client in the 'outside' world such as a community group, corporate company, small business, educational institutional or government body. After consultation with the client and the lecturer a suitable topic is chosen and researched in detail. Throughout the development of the major project, the student is in constant contact with both client and lecturer, discussing all stages of pre-production, creation and post-production of the work. Emphasis is placed on seeking to deliver an innovative job that meets the needs of the client while remaining critical in its objectives. Throughout the semester students will meet as a group with the lecturer to discuss common problems and issues concerning the political, economic and cultural implications of their ideas and productions strategies. At the end of the semester each student will present her or his major project in detail to the class as well as a written report or essay.

53370

HISTORY AND CULTURAL PHILOSOPHY

8cp; 3hpw
prerequisite: 8cp at 200 level in the major

Studies instances of the coming-together of historical and philosophical inquiry and asks what relevance each area has for the other. Central to the course is a study of the 'pre-history' of cultural theory, with specific attention to the work done in the 1930s by the Frankfurt School in Germany, Mass Observation in

England and the College of Sacred Sociology in France. Relevance of these developments to simultaneous and subsequent work in cultural studies in Australia is also examined.

53371

DESIRE AND THE SOCIAL

8cp; 3hpw
prerequisite: 24cp at 200 level in the major

The content will vary between a number of contemporary philosophies which have implications for reconceptualising the individual/society couple: the notion of desire as founded on lack, and the role of negation or the negative in thought, the arts and other social practices – upon which concepts of totalisation and identity are often based. Involves re-thinking the notions of individuation, desire and ethics within a range of social and cultural spheres. Two such philosophical approaches of contemporary relevance are presented: (1) the practical, constructivist philosophy of Gilles Deleuze and Felix Guattari which, by stressing the exteriority of forces and relations, is able to produce a viable alternative to traditional Western metaphysical systems; and (2) the philosophies of alterity and the 'general economy' developed by Georges Bataille, Maurice Blanchot, and Emmanuel Levinas, in particular their critique of totalisation and homogenisation in relation to desire and the social.

53372

CULTURES OF NATIONALISM AND FASCISM

8cp; 3hpw
prerequisite: 53290 Theories of Culture or 53292 Theories of Subjectivity I

Looks at the culture of fascism as a mass movement in particular historical moments – Fascist Italy and Nazi Germany. The focus is on the history and 'memory' of fascist culture – at the level of everyday life and sexuality and at the level of art and propaganda. Also examines the culture of nationalism as a central mobilising force – both within and outside a fascist context, and, in particular, in Australia.

53373

PROJECT IN PHILOSOPHY OF CULTURE

8cp; 3hpw
prerequisite: 40cp in major, at least 8cp at 300 level

Students devise an in-depth course of study, research, writing and editing in a subject of their choosing. Students are encouraged to combine this with a production subject and produce one piece of work integrating their work in the two subjects for 16cp.

54100

WORD AND TEXT

5cp; 2hpw

This unit presents a broadened conception of textuality. It moves away from those understandings of literature based on notions of great authors and canonical, trans-historically valuable works to explore questions of class, race, gender, genre, realism, narrative, and post-modernism. Literary and other cultural texts are regarded as representational systems which are read differently according to different theoretical perspectives: feminism, post-colonialism, and multiculturalism.

Overall the course emphasises a broadened notion of textuality (one which includes popular cultural texts and the practices of film/book reviewing) and a broadened notion of what it means to read a text. Just as various novels, plays, poems, films are constructed, so too are the practices of reading used to interpret them. Thus the course concentrates on the codes and conventions which organise particular forms of textuality, while also concentrating on what particular theoretical perspectives make this possible (how does a narrative analysis or a consideration of genre differ from an author-based interpretation?).

54101

SOUND AND IMAGE

5cp; 2hpw

This unit introduces students to a range of written, visual and aural products and texts in the context of the study of, predominantly, Australian culture, so as to promote discussion of the strategies underlying them. The industrial and institutional bases for the production of such texts is linked to their consequences for individuals, communities, multi and sub-cultural groupings. The course consists of lecture-tutorial arrangements coupled with viewings and auditing of selected films, videos and sound works. Computer-based exercises integrate in-class teaching with students' own interests and capabilities and a major group-based project is produced.

54102

MAKING AUSTRALIA

5cp; 2hpw

An introduction to the study of Australian history and politics. Emphasis is placed on the formation of the state and its institutions, and on social history from the European invasion to post-war immigration. Attention will be paid to the role of the media in Australian politics and social relations. Students will be introduced to the use of computers in research.

54103

COMMUNICATION ENVIRONMENTS

5cp; 2hpw

This unit introduces some of the key aspects of the study of Australian communication and cultural industries, including the historical development of the major institutions and industries, their relationships to political and economic structures, the roles of media and cultural professionals, the construction of audiences and the impact of media technologies.

54104

COMPUTERS AND COMMUNICATION

4cp; 2.5hpw

This unit aims to give students a critical introduction to: (i) basic computer skills – the graphical operating system, word processing, computer graphics, health and safety of the computer user; (ii) computer-based information sources and systems of retrieval, including computer networks; and (iii) the cultural, social and political implications of these technological developments.

54110

MEDIA, CULTURE, SOCIETY

6cp; 3hpw
prerequisite: 19cp at 100 level/Stage 1

This unit introduces some of the major theoretical approaches to the study of media and culture and their relationship to society. It focuses on the historical development of the communication media and media theory, and of the relevant social theory. It explores different theoretical approaches to various aspects of media and cultural production including institutional and industrial development, political economy, policy formulation and implementation, technological change, the convergence of telecommunications and broadcasting, professionalisation of the workforce and the construction of audiences.

54111

SOCIAL AND POLITICAL THEORY

6cp; 3hpw
prerequisite: 19cp at 100 level/Stage 1

The unit will discuss and explore the contribution of various social and political theorists to debates which have contemporary relevance. It proceeds from an examination of relevant theoretical contributions to a critical application of these approaches to important social and political issues.

54112

CULTURAL STUDIES

6cp; 3hpw
prerequisite: 19cp at 100 level/Stage 1

This unit will introduce students to the main concepts and methods of the field of Cultural Studies. It is the foundation unit for the Cultural Studies major in which students will later undertake specific courses in the areas of textual studies, screen studies, philosophy of culture, sound studies and popular culture.

This unit will present critical readings in the broad field of cultural studies in the first half of the semester before proceeding in the second half to a specific case study e.g. the city, performing popular culture, bodies and sexualities, critiques of anthropology.

54114

WRITING 1

6cp; 3hpw
prerequisite: 19cp at 100 level/Stage 1

This is a workshop/seminar unit which introduces theoretical consideration of the practice of creative writing and performing in a variety of genres and for different media. Seminars will consider fictional creation as a social and politically framed activity; intervention by and for marginalised voices; and the construction of writing formations. Class work will include exercises in some of the following: writing prose fiction to defined parameters of voice; point of view or narrative position; writing poetry in prescribed or 'free' forms; writing to be seen, writing to be heard; and adaptation of writing between genres.

54115

FILM AND VIDEO 1

6cp; 3hpw
prerequisite: 19cp at 100 level/ Stage 1

Students learn the basics of film and video production in some detail, and will make a short project on film or video. The technique and theory of the following practical areas will be covered: video and Super-8 (non-sync) camera and sound; crew roles and practices when shooting a film or video; lighting; video and Super-8 film editing, sound mixing, post-production, production management, distribution and exhibition. By the end of this course students should be able to make a short film or video on their own. This unit is compulsory for the Film, Video and Television major.

54116

AUDIOVISUAL MEDIA PRODUCTION

6cp; 3hpw
prerequisite: 19cp at 100 level/ Stage 1

Students will be introduced to the various image, sound and promotional industries of PR, advertising, radio, multimedia and sound. From a critical and theoretical viewpoint, students will examine historic, political, economic, cultural and technological links between these industries. Students will develop basic production skills which reflect the range of technologies, the cultural disciplines and the industrial contexts.

54117

JOURNALISM 1

6cp; 3hpw
prerequisite: 19cp at 100 level/Stage 1

This course is designed to introduce students to key issues of journalism and the media, and to the basic elements of professional practice; provide understanding of and practice in key skills including news writing and interviewing; and provide an awareness of ethical, regulatory and legal issues.

54150

COMPUTERS AND PRINT PRODUCTION

4cp; equivalent to 2hpw for 8 weeks
prerequisite: 19cp at 100 level/Stage 1

This subject provides an intensive familiarisation course for students

interested in developing introductory skills relevant to other areas of the degree which utilise simple digital production technologies.

54151

COMPUTERS AND AUDIOVISUAL PRODUCTION

4cp; equivalent to 2hpw for 8 weeks
prerequisite: 19cp at 100 level/Stage 1

This intensive subject provides students with an introduction to thinking about and using computers in audiovisual production. Intensive workshops are used to introduce computers and audiovisual production, overviewing digital production techniques used in a variety of industrial settings. Students develop simple projects in teams using basic software.

54152

RADIO BASIC

4cp; equivalent to 2hpw for 8 weeks
prerequisite: 19cp at 100 level/Stage 1

This unit introduces the fundamental radio/sound production skills of recording, editing and mixing in both live and pre-taped situations to a broadcast standard.

54153

VIDEO BASIC

4cp; equivalent to 2hpw for 8 weeks
prerequisite: 19cp at 100 level/Stage 1

This subject provides a preliminary introduction to video production and to critical issues involved in the writing, design and production of film, video and television programs. It is designed for students not enrolled in the Film, Video and Television major, as a means for them to gain basic understanding of issues involved in moving-picture productions in the area of television journalism, documentary, drama feature and film/video advertising. Students will develop basic skills in shooting and editing video, and will work on a number of practical exercises designed to develop their skills in visual style, and an understanding of how film and video texts are constructed in terms of editing, camerawork and soundtrack.

54200

AUSTRALIAN COMMUNICATION POLICY

8cp; 3hpw
prerequisite: 54110 Media, Culture, Society

This unit is a critical study and analysis of past, present and possible future policies in Australia covering broadcasting, information and telecommunications. Students make a close study of examples of the institutions, processes and language of policy formulation and implementation, and are encouraged to participate in a current issue. Topics covered include regulation, the role of public and private sector institutions, the impact of new technologies on distribution and access to information, and local and global cultural production.

54201

COMMUNICATION, CULTURE AND THE LAW

8cp; 3hpw
prerequisite: 54110 Media, Culture, Society

This unit examines the body of law applicable to Australian media and cultural practice and institutions, and the processes and policies involved in their formulation and administration. It includes areas such as broadcasting and telecommunications law, trade practices, intellectual and cultural property, privacy, defamation, freedom of information and censorship.

54202

CULTURAL TECHNOLOGIES, CULTURAL POLICY

8cp; 3hpw
prerequisite: 54110 Media, Culture, Society

The unit examines the way a notion of 'cultural technologies' has come to supplement a notion of 'cultural industry'. It will provide a historical analysis

of some instances of cultural technologies (publishing, advertising, cinema, radio, television, popular music, museums, malls, shoppingtowns, theme parks) and will explore in detail some specific case studies of particular cultural technologies. The course will also examine the relation of specific issues in cultural policy studies to specific cultural domains (heritage policy debates and museums), and examine debates about the implications of networking and interactive information technologies for specific cultural practices.

54203

NEWS AND CURRENT AFFAIRS

8cp; 3hpw
prerequisite: 54110 Media, Culture, Society

This unit takes a comparative theoretical approach to studying the exercise of power in the production of news. It deals with the economic and institutional contexts, debates about the role of the press in the democratic political process, relations between different professional groups including journalists and public relations staff, the impact of media technologies, and relations with audiences. Students are expected to apply these theoretical debates to their own media production work.

54210

INTERNATIONAL POLITICS

8cp; 3hpw
prerequisite: 54111 Social and Political Theory

Focuses on global political and economic structures and problems. Examines the role of the IMF, World Bank, United Nations and GATT and assesses attempts to erect a post-Cold War New World Order based on global capitalism, human rights and democracy. Problems discussed will include environmental degradation, Third World debt, the feminisation of poverty, and the growing gap between rich and poor.

54211

AUSTRALIAN POLITICS

8cp; 3hpw
prerequisite: 54111 Social and Political Theory

Examines the institutions of Australian politics in detail and discusses issues surrounding them e.g. constitutional change, electoral reform, the influence of the media, and the role of interest groups. It looks at the political organisation and role of, for example, parties, pressure groups, and the public service, and at current policy issues confronting governments.

54212

POWER AND SOCIAL REGULATION

8cp; 3hpw
prerequisite: 54111 Social and Political Theory

Introduces students to different modes of social regulation in a country such as Australia. The course will focus on regulation through organised knowledge and practices (penal, psychiatric, sexual, medical); the routinisation and ritualisation of everyday life; and by the formal expression of the foregoing in institutional and administrative arrangements (education, law, work). Students will be encouraged to develop casework in combination with their production work, subject to negotiation with Subject Coordinators.

54213

AUSTRALIAN HISTORY

8cp; 3hpw
prerequisite: 54111 Social and Political Theory

Introduces students to the main issues in Australian history, the major theoretical debates and a wide range of sources that can be used to explore history (written, oral, material, visual). Though the content will vary, areas covered might include the dispossession of Aboriginal peoples and continuing histories of survival; environmental history (uses of and responses to the Australian landscape); the labour movement and political history; gender relations and women's work; wars and

masculinity; aspects of cultural history – modes of celebration, everyday life; and media history. Students are also encouraged to investigate their own past and see how this relates to the making of history within Australian cultures.

54214

GENDER AT WORK

8cp; 3hpw
prerequisite: none

Gender is a central organising principle of work. This subject examines patterns of women's and men's participation in paid work and the social, historical, economic and political factors implicated in these patterns. Segmentation in the labour market and segregation in the workplace are analysed with particular reference to gender inequalities asnd relations of power. Taken-for-granted assumptions about gender fundamental to the way work is organised at the wider social level, and to how individual jobs are designed, are examined and various explanations for the gendered nature of work are critically evaluated. Particular emphasis is given to the experiences and meanings of work in men's and women's lives, and to the relationship between work and gendered personal identity. The subject evaluates anti-discrimination legislation, and equal employment opportunity and affirmative action programs as strategic interventions aimed at de-gendering the institutions and conditions of work. How the principles of gendered work organisation operate will be studied in various workplace settings, enabling students to relate theory to practice.

54230

ABORIGINAL SOCIAL AND POLITICAL HISTORY

8cp; 3hpw
prerequisite:T5110 Aboriginal Cultures and Philosophies or 54111 Social and Political Theory

This subject is a campus-wide elective and also a second core subject for the Aboriginal Studies major in the BA in Communication, BA in Social Science and BEd in Adult Education. It examines and analyses the impact of colonialism on indigenous peoples, with particular reference to the Aboriginal inhabitants of this region. The emergence of Aboriginal social and political movements will be presented as the basis for repossession of traditional heritages in land and culture.

54231

ABORIGINAL PEOPLE AND THE MEDIA

8cp; 3hpw
prerequisite:T5110 Aboriginal Cultures and Philosophies or 54110 Media, Culture, Society

This is a unit offered at an intermediate stage in the Aboriginal Studies major, and also as a subject in the Communication and Cultural Studies major. It is designed to familiarise students with the field of debate in relation to representation of Aborigines in the media, and with the productions of Aboriginal media organisations. Where possible, some written, video or film production could become part of the course assessment.

54240

JOURNALISM 2

8cp; 3hpw
prerequisite: 54117 Journalism 1

The aim of this unit is to develop news and short story writing skills to a high level. Lectures will give an insight into a range of different research, interviewing and reporting styles. The course will explore the relationship between journalists and their sources, and that between journalism and the institutions which are the subject of much daily reporting e.g. parliament, the courts, police, and large companies. Students will produce a series of short stories from their chosen 'round.'

54241

PRINT FEATURES

8cp; 3hpw
prerequisite: 54240 Journalism 2

This unit is a subject designed to introduce students to the skills involved in feature writing. It aims to give students an insight into the breadth of styles available to non-fiction writing. It explores the genres in which this sort of journalism is produced, including social realist writing, essays, columns, profiles, 'new journalism' and more complex in-depth features. Students are encouraged to read widely. A range of techniques of researching, interviewing and writing will be practised and critiqued. Ethical considerations will be discussed in the context of particular examples of production.

54242

PRINT PRODUCTION AND SUBEDITING

8cp; 3hpw
prerequisite: 54240 Journalism 2

The unit aims to teach students print editing and production from start to finish so they will be capable of handling anything from a brief news report to their own publication. It develops skills in each of the four main components of publishing – selection, preparation, presentation and production. Students learn and practise the conventions of subediting and computer layout. The impact of electronic technology on print production is a major focus of the unit.

54243

RADIO JOURNALISM

8cp; 3hpw
prerequisites: 54117 Journalism 1 and 54152 Radio Basic

This subject provides an introduction to radio journalism in the context of Australian organisational and programming practices. Basic radio reporting skills including research, recording, interviewing, editing, scriptwriting and mixing will be developed in workshops, and there will be an emphasis on students gaining on-air experience.

54244

TELEVISION JOURNALISM 1

8cp; 3hpw
prerequisites: 54117 Journalism 1 and 54153 Video Basic

This unit deals with the production of television journalism in the field and in the studio. It develops production skills in visual language, camera operation, editing, scripting, interviewing, graphics design, presentation, production planning and format design. The production skills are taught in a critical, theoretical context.

54250

FICTO-CRITICAL WRITING

8cp; 3hpw
prerequisite: 54114 Writing 1

This production unit will introduce students to the field of ficto-critical writing through reading of the divers manifestations of the genre. Ficto-criticism can range from 'New Journalism' to some types of post-structuralist theoretical writing. The course will study the emergence of the genre and workshop students' own writing.

54251

PERFORMANCE WORKSHOP

8cp; 3hpw
prerequisite: 54114 Writing 1

A survey of some of the principal areas of 20th century innovation in live and sound-oriented performance from Stanislavski to Cage and Boal. The course will involve a combination of short research projects on given topics and workshop exploration of the implementation of particular concepts in performance e.g. naturalism, method acting and 'the system'; applications of commedia dell'arte; Brecht's epic theatre and its developments in theatre, film and radio; futurist, dadaist and surrealist performance; the improvised play;

performance art; feminist performance; community theatre; and post-modern performance.

54252

NARRATIVE WRITING

8cp; 3hpw
prerequisite: 54114 Writing 1

This is a workshop/seminar unit which introduces theoretical consideration of the structures of narrative, and provides the opportunity for students to do extended work on pieces of fiction and non-fiction. Class work will include exercises in narration, character, voice, point of view.

54253

WRITING FOR PERFORMANCE

8cp; 3hpw
prerequisite: 54114 Writing 1

Takes up the theory and practice of writing intended for individual or group performance in any medium. Teaching is primarily through workshops which will consider such aspects of craft as the structure of action, characterisation, suspense, imagery, subtext, exposition, improvisation, translation between media, writing to be seen, and writing to be heard.

54260

ANIMATION

8cp; 3hpw
prerequisite: 54115 Film and Video 1
(prerequisite may be varied, based on the relevance of units taken outside the major or the completion of Video Basic)

Students are introduced to animation in all its aspects – from idea, script, storyboard, artwork, pre-production, to production and post-production. A broad range of animation techniques is studied, and by a series of structured exercises, students are encouraged to develop their own style of animation, and take it through to completion.

54261

DOCUMENTARY

8cp; 3hpw
prerequisite: 54115 Film and Video 1
(prerequisite may be varied, based on the relevance of units taken outside the major and/or Video Basic)

Students will develop their abilities to use various documentary techniques in the construction of documentary programs, and will view and analyse some existing documentary works.

Practical exercises will be set to develop students' skills in such areas as vérité filming, shooting for cutting, interview, voice-over, non-narrative sequences, reportage and the construction of an argument through the use of sound and image. Students will take a documentary idea through its development to first draft script stage. Those who enter the unit with a scripted short documentary idea at the pre-production stage will be able to undertake the production of this project in lieu of research, scriptwriting and practical exercises if this is approved by the lecturer.

54262

DRAMA

8cp; 3hpw
prerequisite: 54115 Film and Video 1

Develops students' abilities to communicate with actors, and to develop appropriate visual style for their programs. It is the main unit within the major to concentrate on the job of the director in working with actors, and in determining coverage and visual style. Students will work intensively, learning various techniques to elicit performances from actors. They will also work on various ways of covering short scenes to produce different textual results. Students will work on relevant exercises in and out of class and will finally produce a short scene on video using two actors.

54263

FILM 2

8cp; 3hpw
prerequisite: 54115 Film and Video 1

Introduces students to 16 mm sync sound film production. Class exercises are designed to increase understanding of the technical aspects of the various crew roles in a 16mm production: director, cinematographer, camera operator, camera assistant, first assistant, sound recordist, boom operator, and editor. Students rotate roles on three main 16 mm exercises which are then taken through editing and tracklaying, to sound mix stage. Students are provided with basic skills of 16 mm production which will be used for short film projects later in the major. There may be restriction of entry to this unit because of resource limitations.

54264

VIDEO 2

8cp; 3hpw
prerequisite: 54115 Film and Video 1

This subject is the specialised introduction to television production within the Film, Video, TV major and thus provides students from the School of Humanities' courses with a comprehensive understanding of the television production medium. The subject will also provide opportunities to contextualise knowledge from the course about related production areas in the video industries and media arts areas.

It will provide students with a comprehensive introduction to both single camera and multicamera studio production techniques.

54270

CINEMA AND MODERNITY

8cp; 3hpw
prerequisite: 54112 Cultural Studies

This unit introduces students to a cultural studies approach to cinema. Its focus is on the development of cinema as a cultural form and technology, and will examine both early or 'primitive' cinema and the move towards narrative cinema with the establishment of film industries. The unit will also look at how aspects of primitive cinema continue in contemporary experimental and commercial film and video practices. Areas to be covered in this unit include: shifting forms of film exhibition, theories of the film image, and some of the central concepts in screen theory such as montage, sound-image relations, and mise-en-scène.

54271

CINEMA STUDY

8cp; 3hpw
prerequisite: 54112 Cultural Studies

This unit provides students with an in-depth analysis of a particular cinema, and introduces them to the various methodologies used in undertaking such analyses. The unit will generally focus on the study of a particular national cinema, addressing such issues as: the notion of 'nation' and of other contending points of cultural identification that may be in conflict with the 'nation' such as ethnic, religious, and regional identity; the notion of a 'social imaginary'; and film industry history. It will address how a national cinema registers its culture of origin, and projects and circulates a particular nexus of people, place and history both to itself and to the rest of the world. The national cinemas available for study from time to time include Australian, German, Italian, Japanese and Latin American cinemas. This unit may also entail (depending on staff and student interest) a study of particular forms of cinema or periods of film history.

54272

SOUND, MUSIC, NOISE

8cp; 3hpw
prerequisite: none

This subject is an introduction to the study of sound and music in a wide range of production forms and cultural

contexts. The first part of the subject is structured as an overview in synoptic form and provides a framework for studying the distinct elements of sound, music and noise. In the context of principally art-practice, a difference is established between modernist and post-modernist ideas of sound. A similar difference is marked between acoustic, analogue and digital/sampling/re-scripting approaches to the representation of sound. These ways of conceiving, producing and listening to sound are related to radio, music recording, film-sound, media distribution systems, subjective senses of sound and to our experience of the urban and industrial environment. In a similar manner, various later aspects of the class coursework and assignments focus on the design implications of a sonorous sense of the world, whether this is expressed in an architectural vision, a broadcast-production set of artifacts and institutions, or in terms of a performance system.

54273

GENRE STUDIES

8cp; 3hpw
prerequisite: 30cp at 100 level

Generic texts in either popular print culture or cinema (or a combination of both) will be studied in relation to received notions of popular genres such as crime and detective fiction, the western, science fiction and fantasy, horror and gothic, melodrama and romance. The formal properties, modes and conventions of a particular genre will be analysed in relation to its development from 'classical' models to more heterogeneous contemporary formations involving changing representations of technology, gender, sexuality, ethnicity and difference. The social contexts of the production and reception of a particular genre will also be examined.

54274

SOUND STUDIES

8cp; 3hpw
prerequisite: none

This unit examines the construction of voice in both poetic and technological terms, on its own and in relation to sound and music. It focuses primarily on voice and the spoken word in radio and performance, but also in other electronic media and technologies. It asks which voices are absent or silenced, and which are present in terms of social structures (sex, sexuality, gender, class, race, ethnicity and age). The effects of the structures of radio and professional values are discussed in relation to these absences and presences. There is a focus on the construction of voices and their 'authority' and 'inflection' through an examination of cultural, social and political speaking positions, rhetorics and genres.

54275

THEORIES OF CULTURE

8cp; 3hpw
prerequisite: 54112 Cultural Studies

This unit introduces the conceptualisation of a number of contemporary cultural problems through the work of Friedrich Nietzsche: the implications of the difference between moral systems and ethical practices; and the will to power in religions, fields of knowledge, and bureaucratic institutional practices. Western forms of Nihilism and their contemporary manifestations, questions concerning aesthetics and the potential of the artist.

54276

THEORIES OF SUBJECTIVITY

8cp; 3hpw
prerequisite: 54112 Cultural Studies

Addresses the question of the crisis of subjectivity in relation to a crisis in modernity. Discusses the development of the modern notion of the 'sovereign subject' from the philosophy of René Descartes and its transformations in the

18th and 19th centuries through various attempts to deal with its anomalies. The most important of these for the purposes of this course is the psychoanalytic modification of the notion of subjectivity instigated by Sigmund Freud. Focuses on aspects of the theories of Freud and Jacques Lacan, in particular how they relate to the question of sexual difference and the difficulty of achieving subjectivity.

54290

ADVERTISING: PRODUCTION AND CRITICISM

8cp; 3hpw
prerequisite: 54116 Audiovisual Media Production

A foundation unit for students wishing to specialise in the study of advertising. Students will critically analyse the relationship between advertising and society, and examine the Australian and international advertising industry via historical, political, economic and cultural perspectives. The unit will examine the organisation of advertising agencies and their relationship with clients and freelancers. Students will be introduced to key production skills such as concept development, copywriting, art direction and layout, focused on the areas of print and radio advertising. The unit will examine the ways in which consumer markets are constructed and consumers positioned as subject, and will draw upon semiotic, feminist, psychoanalytic, behaviourist, Marxist and aesthetic approaches to the study of the advertising image market.

54291

DESKTOP PUBLISHING AND DESIGN

8cp; 3hpw
prerequisite: 19cp at 100 level/Stage 1 and 6cp from a Stage 2 production unit

This unit addresses the need for a subject that prepares students for the increasingly important job requirement of having skills in desktop publishing and design for a wide range of vocations in the communications industries. Covers pre-production and post-production implications of DTP i.e. market research, printing and binding, marketing and distribution. Will be of interest across the degree and in Graduate Diploma courses.

54292

HYPERMEDIA

8cp; 3hpw
prerequisite: 54116 Audiovisual Media Production or 54115 Film and Video 1

Hypermedia products utilise computer-mediated combinations of text, graphics, video, animation and sound, allowing people a higher degree of interaction than is possible with traditional narrative media formats. The aim of this unit is to provide students with a critical, theoretical and practical introduction to the area. Hypermedia production has applications in various sectors including publishing, tourism, museums, advertising and education and is an extremely new and exciting area of media production.

54293

PUBLIC RELATIONS: PROCESS AND PRACTICE

8cp; 3hpw
prerequisite: 54116 Audiovisual Media Production

Public relations is essentially an applied social science, relying heavily on communication expertise in interpersonal, group and organisational settings. This unit introduces students to the scope of professional practice and gives them some experience in the field through client project and situation analysis. Students present individual learnings to the group.

54294

SOUND DESIGN

8cp; 3hpw
prerequisite: none

This unit aims to introduce students conceptually and technically to production for audio design and broadcast

sound. Recording, interviewing, listening, editing and mixing skills are taught in a way that stresses an understanding of how operational techniques work to produce meanings in radio. Students work in a stereo digital medium. Theoretical issues important for sound and audio design such as analogue and digital formats, listening, speaking positions, representation, professional values, and the relation between culture, aesthetics and politics of sound are introduced at this level.

54300

COMMUNICATION HISTORY

8cp; 3hpw
prerequisite: 16cp at 200 level in the major; 54213 Australian History in the Social, Political and Historical Studies major is also strongly advised

This unit examines the history of the communication media in both an Australian and an international context. It considers the changes in social, economic, political, and cultural life accompanying major new communication technologies, including printing, telegraph, telephone, radio, television, computers. The unit pays particular attention to the history of journalism practice in various communication media from the early 19th century. Topics include: the relationship between technological change and daily journalistic practice; changing forms of narration in popular culture; audience literacy and expectations; and the processes of unionisation, feminisation, and professionalisation in journalism.

54301

INTERNATIONAL COMMUNICATION

8cp; 3hpw
prerequisites: 54200 Australian Communication Policy and another 8cp at 200 level in the major

This unit examines the increasing globalisation of media and telecommunications networks, including program production and distribution. It will consider the relationship between changing technologies of production, distribution and reception to changing social relations, economic relations and perceptions of time and space. It looks at debates about regulation, technology, cultural sovereignty and intellectual property, and examines their political, economic and cultural implications.

54302

MEDIA, CULTURE AND IDENTITY

8cp; 3hpw
prerequisite: 16cp at 200 level in the major; or 54231 Aboriginal People and the Media unit in the Aboriginal Studies major

This unit examines the relationship between sub-cultural identities and media/communications production. In particular it focuses on indigenous, minority, national and 'alternative' media production, and debates its role in developing/ preserving community cultural identities. It will compare experiences in different media, locations and communities internationally, and also look at the relationship between media and other forms of cultural representation such as museums, craft and the performing arts. It will pay particular attention to the experiences of cultural minorities in relation to the new information media.

54303

PROFESSIONAL PRACTICE AND CULTURE

8cp; 3hpw
prerequisite: 16cp at 200 level in the major

This unit is a critical study of debates about the role of the individual artist/ professional in media and cultural production. It situates the historical development of concepts such as the professional, the auteur, the artist and the cyberpunk within their intellectual, cultural and economic contexts, and explores critiques of these concepts from a variety of theoretical perspectives. It will explore debates about cultural agency; popular versus high culture; economic structures and funding

policies; and the relationship of professional practice to changing technologies through case studies of industries such as journalism, public relations, advertising, film production and the performing arts.

54304

COMMUNICATIONS AND CULTURE RESEARCH PROJECT

12cp; 3hpw
prerequisites: 54110 Media, Culture, Society and 24cp at 200 and 300 levels from within the major

This unit requires students to undertake some original research within an agreed time frame, covering the specification of the research project, the review of the relevant literature, the development of appropriate methods, and the collation, evaluation and presentation of the results.

54310

ISSUES IN AUSTRALIAN POLITICS

8cp; 3hpw
prerequisites: 54211 Australian Politics or 52102 Politics and Political Institutions, plus a further 8cp at the 200 level in the major

This unit examines case studies of decision making in Australia politics. It looks at the various processes and arenas in which policy decisions are produced, and at the actors and interests involved. It critically discusses models and theories of decision making and focuses on a number of particular decisions in Australia's recent political history which have had major impact on Australian life.

54311

ASIAN AND PACIFIC POLITICS

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

Positioning of the region within the 'New World Order'; focus on Japan's emergence as economic superpower and related questions; discussion of histories and current structures of societies in the region; and problems faced since decolonisation.

54312

THE MAKING OF THE THIRD WORLD

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

Introduction to theoretical approaches to Third World studies; general problems affecting the Third World: hunger, poverty, over-population, health, underdevelopment, militarisation and dictatorship; lack of human rights; the Third World debt problem. Examines specific areas: Latin America, Africa and the Middle East.

54313

GENDER, CULTURE AND POWER

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

The unit focuses on the social and historical construction of gender and sexuality and on the institutional, representational, and discursive practices which reproduce and alter gendered power relations. It examines various feminist perspectives developed to analyse and confront the dynamics of sexual and gender oppression.

54314

AUSTRALIA IN THE WORLD ECONOMY

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

After providing an introduction to different bodies of political-economic thought, this unit will look at such issues as financial deregulation, trade and industry policy, wages and tax policy, the role of the public sector, and environment and economy, in an Australian as well as a global context.

54315

COMPARATIVE RELIGION

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

The unit covers some of the following topics: comparative religion, and social structure, religious symbolism, magical belief and practices, religious philosophy, knowledge and transcendental thought. The content of the unit will vary from year to year.

54316

POWER, RACE AND ETHNICITY

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

This subject looks at theories of colonialism and post-colonialism in relation to orientalism, racism and ethnicity. The focus of the subject will vary from year to year depending on the theme chosen e.g. orientalist theory and popular culture; social and historical theories of race and ethnicity; migration (national and global); cultural pluralism; and diaspora communities.

54317

STATE, WORK AND IDENTITY

8cp; 3hpw
prerequisites: 54212 Power and Social Regulation, plus a further 8cp at the 200 level in the major

This is an advanced unit in the study of the state, work, industry and the ways in which identity is constructed through work. Students' existing knowledge of the state and its institutions and the nature of social regulation will be developed through further examination of the relationship between paid and unpaid work; employment and unemployment; and structured relationships based on class, gender, race/ethnicity and age. The nature of subjectivity and identity will also be explored. Attention will be paid to the nature of media organisations as employers and the role of the media in social processes.

54318

URBAN CULTURE

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

This unit looks at the development of cities over the centuries, from the Greek Polis to the Multi Function Polis. It examines the effects of modernism and post-modernism on the development of cities, particularly in architecture and art; environmental factors and changes; suburbanisation; changing transport patterns; urban consolidation; the role of councils; and the impact social movements have had on the design and development of cities.

54319

PUBLIC AND SOCIAL POLICY

8cp; 3hpw
prerequisites: 16cp at 200 level in the major

This subject relates theories of the state and the policy process to recent developments in Australian social policy, and to debates about the appropriate roles and size of the public sector; the relationship between state, market and community; access and equity policies; the concept of 'social justice'; and debates about participation and citizenship in contemporary society. It considers the institutional context in which decision making in the policy arena takes place in the Australian context, and provides an opportunity for integration of knowledge derived from both Studies and Applications areas.

54320

SOCIAL MOVEMENTS

8cp; 3hpw
prerequisite: 16cp at the 200 level in the major

Social movements have re-emerged as crucial elements in major social change. Using methodologies selectively drawn from history, politics, sociology and cultural anthropology, this subject allows students to research and understand the history and impact of movements such as the feminist movement, the Black movement, the Gay and

Lesbian movement, ethnic and indigenous movements, peasant movements and disability movements in a range of social environments. The focus of the analysis will be specified for each semester the subject is offered, and may involve Australian, European (including Eastern Europe and the former Soviet Union), American, African and Asian contexts. The subject will allow coverage of urban and rural movements. Emphasis will be placed on students undertaking research using electronic and other information sources.

54321

COLONIALISM AND POST-COLONIALISM

8cp; 3hpw
prerequisites: 54213 Australian History, or 54230 Aboriginal Social and Political History plus a further 8cp at 200 level in the major

In this subject students will inquire into the processes of colonialism in constructing both colonised and coloniser, by considering the dimensions of race, ethnicity and gender. Students will be asked to consider the meanings and potential for 'post-colonial' history. The unit will raise these issues by exploring interacting colonising and colonised societies. These will usually be England, India and Australia (although depending on teaching staff interests, other countries may be studied in some years). These interacting societies will be examined over a coinciding period, such as the 1850s, when colonial power relations were dominant but were also being contested by both the colonised peoples and by groups within the coloniser societies. Alternatively, the understanding and representation of issues, such as violence, resistance, development, or 'the nation', will be compared in each set of societies. Particular attention will be given to the recent writings of analysts from (previously) colonised societies, who are attempting to define and conduct 'post-colonial' history. Students will be required to conduct research on primary documents (in English) and write a comparative analysis of the period.

54322

FILM, TV AND POPULAR HISTORY

8cp; 3hpw
prerequisites: 54213 Australian History, plus a further 8cp at 200 level in the major

This unit introduces students to the representation of the past in popular culture, particularly historical films and television series. It explores a range of forms and audiences and explores how these affect the communication of meaning. It gives students some understanding of debates in both screen theory and historiography about historical representation in audiovisual media. It also familiarises students with the processes involved in design, production and presentation of these forms. There are three components to the assessment: a seminar presentation; a short written critique of an historical film or television series; and a final major project which involves script development or some aspect of film production, using an historical subject.

54323

HISTORY AND PHOTOGRAPHY

8cp; 3hpw
prerequisites: 54213 Australian History, plus a further 8cp at 200 level in the major

This unit introduces students to the critical study of historical photographs and some other graphic forms such as cartoons. Students will develop skills in authentication of visual sources and a variety of critical readings as well as the historical narratives which have been developed around them.

54324

ORAL HISTORY AND MEMORY

8cp; 3hpw
prerequisites: 54213 Australian History, plus a further 8cp at 200 level in the major

This unit introduces students to the practice of oral history, and to the theoretical questions this practice has

engendered: the critique of empiricism; the question of memory; the notion of the authenticity of the spoken word; the different forms of oral discourse; the relation between oral and other historical sources and forms of presentation; and the impact of oral history on the practice of history generally.

54325

GENDER IN AUSTRALIAN HISTORY

8cp; 3hpw
prerequisites: 16cp at the 200 level in the major

Introduces students to Australian and international debates within history and related disciplines around the study of women's history and gender relations. Students will then explore the implications of these debates by detailed inquiry into a series of case studies in Australian history. These will vary from year to year, but may include: the intersection of race and gender issues e.g. around invasion, colonialism, or citizenship; women as political activists, including suffragettes; gender relations and work; competing constructions of masculinity and femininity in the 1890s; women's social and cultural relations to land and environment e.g. as explorers, gardeners, farmers, environmentalists and architects; women's utopias; lesbian and gay histories and the construction of sexuality in Australia; gender and the legal system; gender and critical family studies.

54326

SOCIAL, POLITICAL AND HISTORICAL PROJECT

12cp; 3hpw
prerequisite 30cp in the major, including 8cp at 300 level

This unit provides opportunities for more advanced study in one area of the strand pursued by a student within the Social, Political and Historical Studies major. It has a flexible content and structure to accommodate the contemporary range of staff or student concerns in any one semester. It particularly aims to build on the general grounding in content at the 200 and earlier study at the 300 level by providing the opportunity for more focused and self-directed work on a particular area or problematic. The unit is not concerned with original work in the same way as units at the 400 level, but provides an opportunity for students to demonstrate their skills in either theoretical development and empirical research or both within a nominated discipline or in interdisciplinary study.

54330

THE POLITICS OF ABORIGINAL HISTORY

8cp; 3hpw
prerequisites: T51 10 Aboriginal Cultures and Philosophies, plus a further 8cp at 200 level in the major or 54213 Australian History or 50800 History and Theory

This is an advanced unit of the Aboriginal Studies major, and the Social Studies strand of the BA in Social Science and the Social, Politics and History Studies major in the BA in Communication. It introduces students to the wide range of historical work by Aboriginal and non-Aboriginal people over the last three decades, and encourages students to develop skills in the critical evaluation of this work in its political and social context. Students will enhance their knowledge of primary research materials for the field of Aboriginal history, and will develop their skills in the analysis and use of these sources.

54331

ABORIGINAL FORMS OF DISCOURSE

8cp; 3hpw
prerequisites: T51 10 Aboriginal Cultures and Philosophies and one 200 level unit in the Aboriginal Studies major or the unit can be take as part of the Cultural Studies major

This is an advanced unit in the Aboriginal Studies major, and is also available for students in Cultural Studies. It is designed to familiarise students with a

broad range of Aboriginal forms of discourse – novels, plays, films, oral narratives – and to introduce them to methods of analysis, of both text and context, deriving from the disciplines of cultural studies and textual studies.

54332

ABORIGINAL STUDIES PROJECT

12cp; 3hpw
prerequisites: T5110 Aboriginal Cultures and Philosophies, plus a further 16cp at 200 level and 8cp at 300 level in the Aboriginal Studies major or the unit can be take as part of the Cultural Studies major

This subject provides an opportunity for students to carry out a major project in Aboriginal studies under the supervision of a member of academic staff, either in groups or individually. Students negotiate the project through a learning contract.

54340

ELECTRONIC PUBLISHING

8cp; 3hpw
prerequisites: 54240 Journalism 2, plus a further 8cp at 200 level in the major

This unit takes the professional practice skills in print/radio/video journalism and explores their implications for the electronic publishing of journalism. Students will develop a prototype multimedia project. Multimedia developments at an industry level will be explored as well as the implications of electronic publishing for small-scale and home-based professional journalism.

54341

INVESTIGATIONS

8cp; 3hpw
prerequisites: 54240 Journalism 2, plus a further 8cp at 200 level in the major

This unit examines the development of the notion of investigative journalism and explores its role in the larger context of journalism practice and politics generally. Investigative research techniques are developed and analysed in the context of previously published stories. Students undertake one or more stories, discussing ethical, legal and strategic issues, as well as problems of confidentiality. The emphasis is placed on the process of attempting a story, rather than simply on results. The question of how and where investigative stories can be published is tackled.

54342

PUBLICATIONS: TECHNIQUES AND PRACTICE

8cp; 3hpw
prerequisites: 54242 Print Production and Subediting, plus a further 8cp at 200 level in the major

This subject offers students the opportunity to develop their editing and production skills within the context of advanced DTP magazine production. Students will examine a range of magazine styles, exploring design, selection and production issues from an editorial perspective.

54343

RADIO FEATURES

8cp; 3hpw
prerequisites: 54243 Radio Journalism, plus a further 8cp at 200 level in the major

This subject will develop advanced journalism skills for radio. It will explore a range of formats from live radio incorporating feature material to in-depth documentary. Students will be required to develop a major work suitable for broadcast in a chosen program slot.

54344

SPECIALIST REPORTING

8cp; 3hpw
prerequisites: 54240 Journalism 2, plus a further 8cp at 200 level in the major

This subject applies professional journalism skills to a specialist reporting area such as business, law and science. It will explore the relationship between sources and specialist reporters and the relationship between the audience and the journalist. A range of specialist

publishing contexts will be explored including specialist magazines, trade magazines, client publications and specialist rounds in mainstream outlets.

54345

TELEVISION JOURNALISM 2

8cp; 3hpw
prerequisites: 54244 Television Journalism 1, plus a further 8cp at 200 level in the major

This is an advanced unit which examines a range of program formats emerging from different industry settings. Students will develop features involving a range of visual styles and will be encouraged to adapt in-depth research skills for television. The role of computer graphics in television will be examined. Working in groups, students will produce a live/simulated program involving studio interviews and a features segment.

54346

JOURNALISM PROJECT

12cp; 3hpw
prerequisites: 16cp at 200 level, plus 8cp at 300 level in the major

This subject gives students the opportunity to carry out an in-depth journalism project which is of publishable or broadcast quality. The project will be supervised and can be carried out either in groups or individually. It can be produced in any medium for which the student has the requisite production skills. Workshops will be scheduled to report on projects and to discuss relevant issues arising for professional practice.

54350

GENRE WRITING

8cp; 3hpw
prerequisite: 8cp at 200 level

Content changes from year to year. Students consider the theoretical implications of generic form; the ways in which those forms have been or may be expanded and subverted; the historical significance of various genres; and their literary and popular histories. Topics include detective, thriller, romance, fantasy, experimental fiction, and writing for children.

54351

SCREENWRITING

8cp; 3hpw
prerequisites: 54114 Writing 1, plus either 54253 Writing for Performance or 54115 Film and Video 1

Writing for film, video or television is a particular form of writing, designed for translation out of the verbal: it is a verbal draft of a work that will go into further drafts with every stage of its realisation into a final sequence of images, words, sounds, music. The course aims to develop a specialised imagination, that attempts not just to create a reality but to design a screen performance on paper. Students will explore these problems by developing a 10–20 minute screenplay, from storyline to final draft.

54352

SOUND PERFORMANCE

8cp; 3hpw
prerequisite: 54251 Performance Workshop

This unit concentrates on innovative areas of writing for sound, sound-performance and sound text. It will look at some historical instances within the poetics of sound-art and radio production, drawing equally from the work of the historical avant-garde and the work of modern feature makers and radio artists. Studio work will address contemporary practices – with equal emphasis on audio design, script/score and studio production – and will extend post-production studio techniques in multi-tracking, sound treatment and the production of performers. Student project work may reflect a sequence of different contexts for sound production – radiophonic, multimedia and live performance.

54353

TEXT AND PERFORMANCE

8cp; 3hpw
prerequisite: 54251 Performance Workshop

A production unit which aims to present a full-length dramatic text or series of short dramatic texts in public performance, with particular emphasis on the creative process involved in analysing and preparing a dramatic text for performance – characterisation and the integration of live performance, sound, lighting, costumes and stage management. Students are required to participate in at least two different aspects of the production process, and to undertake a short research project related to the dramatic text(s) being workshopped.

54354

WRITING WORKSHOP

8cp; 3hpw
prerequisite: 8cp at 200 level in major, plus as advised

Autumn semester unit. Content varies from year to year, but might cover non-fiction, short story writing, advanced scriptwriting, poetry. Content is advertised in advance. Specific prerequisite may apply in some years.

54355

WRITING AND PERFORMANCE PROJECT

12cp; 3hpw
prerequisite: minimum 30cp. Approval of project proposal

This Project offers students the opportunity to work on a sustained piece of writing of their own choice, or to develop a piece for performance. They work either in poetry, drama, narrative, or performance for media. Projects are individually supervised, unless a group project is approved. Project proposals must be submitted and approved before enrolment in the unit.

54360

EXPERIMENTAL

8cp; 3hpw
prerequisites: 54115 Film and Video 1 and one of 54263 Film 2 or 54264 Video 2 or 54260 Animation

This unit develops a student's skills in 16mm and video production, in particular to encourage their experimentation in image construction and the relationship of soundtrack to image. Through the production of a short experimental work, students will have the opportunity to express ideas and concepts explored in other areas of the degree, through non-naturalistic means. The unit will examine the ways in which the process of production affects innovative work.

54361

INTERACTIVE MEDIA AND THE FILMMAKER

8cp; 3hpw
prerequisites: 54115 Film and Video 1, plus either 54260 Animation or 54292 Hypermedia

This subject equips students with the operational and conceptual skills required to script, design, plan and produce an interactive video program using computers and various software packages. Particular attention will be paid to media forms such as interactive documentary, narrative and experimental film and video production, and interactive television. Students will be required to research the contemporary context for interactive video with the view to the design and production of an interactive project. Students examine the critical and practical issues involved in the production and consumption of interactive media with particular reference to relationships with film and video production.

The subject will familiarise students with relevant computer programs (such as HyperCard, Author Ware, Photoshop and Macro Mind Director) to develop an understanding of the design options for structuring an interactive. Students are required to design a short (3–5 mins)

project for a specific market with a written report listing research and analysis of project concept and strategy.

54362

PRODUCING

8cp; 3hpw
prerequisite: 54115 Film and Video 1 plus 8cp at 200 level in the major

This unit allows students to develop the necessary skills to produce a short film or video outside the context of the major.

Screenings of independent film and video work will provide a framework for study of the wider film and video industry and culture. Issues of producing a project – budgeting, raising money, funding submissions, contracts, marketing and distribution – will be related to the context for film and video making within Australia. Students will be provided with encouragement in their attempts to raise financial support for their project.

Students take a script at first draft stage through script revision, production planning, budgeting, and issues of pre-production and production management to shooting script. While the unit provides script discussion and emphasis on reworking a script through several drafts, it does not cover the basic skills of scriptwriting which are taught in a separate unit.

The unit provides students with a strong foundation in script development and pre-production to equip them to enter a Project class, or develop a project within other units. They may develop a project which they pursue after the degree.

The unit also aims to provide students with a framework for storyboarding and designing their productions in collaboration with students from a media design background.

54363

TELEVISION ADVERTISING

8cp; 3hpw
prerequisites: 54115 Film and Video 1 or 54153 Video Basic, plus 54290 Advertising: Production and Criticism

The subject develops students' skill in television advertisement production through the critical study of advertisements from the perspective of their conceptual, technical and production context.

A series of class exercises will introduce students to the process of advertising production from concept brief, storyboard, and pre-production to shooting, editing and post-dubbing sound.

This subject also examines in detail the theories and criticisms made of television advertising with the view to encouraging more socially conscious, aesthetically stimulating and politically sensitive advertisements on a wide range of issues from clients ranging from small community groups to corporate enterprises. Students are required, individually or in groups, to produce a television advertisement for a client group or organisation. The advertisement is to be taken through all production stages to screening and feedback from the client and from industry.

54364

SOUNDTRACK

8cp; 3hpw
prerequisite: either 54263 Film 2 or 54264 Video 2 or 54294 Sound Design

Introduces students to the elements of soundtrack – sound design, sound recording both location and studio, foley, tracklay and sound mixing – through the detailed study of soundtracks for film and television from both design and technical perspectives.

Each student will undertake collaborative work with a fellow student in the major to develop a soundtrack from design to mix for a short film. Students

will be introduced to the process of digital tracklaying and mixing to a video image. The subject stresses innovative approaches to sound design for visual whereby sound is designed rather than merely added to the finished visual product.

54365

FILM, VIDEO, TV PROJECT A

8cp; 3hpw
prerequisites: 54115 Film and Video 1, plus 24cp in the major of which at least 8cp must be at 200 level

In this unit a student takes a short script through pre-production, shooting and post-production. Supervision and the seminar context provide support for the production process both conceptually and technically. The skill areas of production, direction, editing and soundtrack are revised throughout the semester.

With approval of the lecturer a project may be undertaken by students who have already developed a project to post-production stage. Students will not be allowed to undertake this unit without sufficient evidence that the project is ready for production/post-production and that it is achievable within the guidelines of the unit.

Students may undertake a project in any genre: drama, documentary, corporate video, community television, art installation, pilot TV program, music video, experimental, animation, interactive media, or advertisement.

54366

FILM, VIDEO, TV PROJECT B

4cp; 3hpw
prerequisite: 54365 Film, Video, TV Project A

This unit allows a student to undertake a major exercise which totals 12cp. In conjunction with Project A, it allows a student to take a script through pre-production, shooting and post-production. Supervision and the seminar context provide support for the production process, both conceptually and technically. The skill areas of production, direction, editing and soundtrack are revised throughout the semester.

With approval of the lecturer a project may be undertaken by students who have already developed a project to post-production stage. Students will not be allowed to undertake this unit without sufficient evidence that the project is ready for production/post-production and that it is achievable within the guidelines of the unit.

Students may undertake a project in any genre: drama, documentary, corporate video, community television, art installation, pilot TV program, music video, experimental, animation, interactive media, or advertisement.

54367

PROJECT DEVELOPMENT

8cp; 3hpw
prerequisites: 54115 Film and Video 1, plus either 54263 Film 2 or 54264 Video 2 or 54260 Animation

The aim of this unit is allow a student to write/produce/direct a short trial project or to do work towards a more complex and professional project. Some students may choose to develop aspects of a proposal for the capstone unit Project or for a project to be made outside the course. This may take the form of a test scene, an experiment in visual style, an actor/script workshop, pre-production for a larger project, animation tests, negotiating a sponsored documentary project or the design component of a later project.

54370

DESIRE AND THE SOCIAL

8cp; 3hpw
prerequisite: 54112 Cultural Studies; 54275 Theories of Culture is recommended

The content of this unit will vary between a number of contemporary philosophies which have implications for reconceptualising the individual/society couple: the notion of desire as founded on lack, and the role of

negation or the negative in thought, the arts and other social practices – upon which concepts of totalisation and identity are often based. Involves re-thinking the notions of individuation, desire and ethics in a range of social and cultural spheres. Two such philosophies of contemporary relevance are: (1) the practical, constructivist philosophy of Gilles Deleuze and Felix Guattari which, by stressing the exteriority of forces and relations, is able to produce a viable alternative to traditional Western metaphysical systems; and (2) the philosophies of alterity and the 'general economy' developed by Georges Bataille, Maurice Blanchot, and Emmanuel Levinas in particular their critique of totalisation and homogenisation in relation to desire and the social.

54371

FORMATIONS OF MUSIC

8cp; 3hpw
prerequisites: 54112 Cultural Studies, plus 16cp in the major

Studies post-war music, either avant-garde instrumental and studio-based electronic, or popular music such as jazz, blues, rock, rap, and dance music in its technological, theoretical, social and political contexts involving both production and reception. Examines the cultural and politico-critical models through which new music has been constructed; ways in which notions of textual form, performance, structure, sound and listening have been repositioned within contemporary music and sound works; and the history of technologies by which new practices emerge in both making and listening to music. Popular music studies will involve changes in positionings of gender, ethnicity and political practices of opposition.

54372

GENERIC FICTION

8cp; 3hpw
prerequisite: 54273 Genre Studies

This unit investigates the forms of popular fiction, their status as literature and as commodities. It explores the varieties of generic composition, the ways these change and the social relations of their production. It focuses on questions of pleasure and popularity and their cultural evaluation, and on the politics of representation.

54373

MEMORY AND THE CULTURAL IMAGINARY

8cp; 3hpw
prerequisite: 54276 Theories of Subjectivity or 54275 Theories of Culture

The way a culture reflects on its present state and future often involves the contemplation of a diversity of cultural artefacts – museums, monuments, media texts, public spaces and so on. This course studies a range of historical, philosophical and cultural research on memory and asks how this fuels what can be called a 'cultural imaginary' – the mirrors a society erects to imagine itself for others.

54374

PERFORMANCE AND THE MOVING IMAGE

8cp; 3hpw
prerequisite: 54270 Cinema and Modernity or 54271 Cinema Study

The content of this unit will vary between a number of different modes of image composition e.g. cinema, painting and the 'fine arts', and electronic/mathematical image making. The unit provides a philosophical approach to the development of image-concepts in these different modes i.e. cinematographic, painterly, photographic, computer graphic concepts of time/space, body and movement, memory, perception and effects. The content of the unit will vary depending on which mode of image composition is taught.

54375

READING DIFFERENCE

8cp; 3hpw
prerequisite: 54273 Genre Studies

This unit explores theories of difference and their application in various textual arenas with particular reference to issues of race, ethnicity, multiculturalism, sex, gender, sexual preference and sexual difference. It focuses on the politics and poetics of generic and discursive representation and the representation of those politics. Explores the reading practices involved in understanding issues of representation. Contrasts theories of representation with theories of ethical self-formation.

54376

SOUND SEMINAR

8cp; 3hpw
prerequisite: 54272 Sound, Music, Noise or 54274 Sound Studies

This higher level unit is open to various topics within the critical study and theorisation of sound and sound production. In essence, the seminar will study an interlocking set of philosophical and technology-related concepts which currently constitute the notion of sound. Conceptually, the seminar's work draws on a series of approaches, theories and disciplines which, within the Euro-American tradition, habitually aggregate around considerations of auditory experience, language and the technical representation and use of 'sounds'. These are principally studies such as linguistics, the history of music, the history and theory of technological systems, physiology, acoustics, anthropology, informatics, grammatology and phenomenology. The seminar questions the limits and appropriateness of these theorisations in an enquiry which encompasses both contemporary theory and contemporary art and production practices.

54377

TECHNOLOGY AND CULTURE

8cp; 3hpw
prerequisite: 8cp in the major at 200 level

This examination of culture and technology will focus on a series of particular case studies, foregrounding issues of gender, sex and race. The ways that scientific and technological discourses construct sexual, racial, and ethnic subjectivities and differences will be discussed. Technofear and technophilia will be touched on. Case studies may include military, medical, computer, domestic and communications technologies.

54378

TEXTUAL STUDIES SEMINAR

8cp; 3hpw
prerequisites: 54273 Genre Studies, plus 54375 Reading Difference

This higher-level unit is open to various topics or areas of concentration. It might involve intensive study of a single writer, or focus on particular critical or theoretical issues. The content of the unit will be advertised prior to the running of the course.

54379

WORLD CULTURE

8cp; 3hpw
prerequisite: 8cp in the major at 200 level

The unit studies a wide range of attempts – historical, political and cultural – to produce the notion of an undifferentiated 'world' or 'global' culture. Particular attention is paid to concepts as diverse as Renaissance humanism, imperialism and cultural imperialism, 'globalisation' and TV, cultural syncretism and the new technologies.

54380

CULTURAL STUDIES PROJECT

12cp; 3hpw
prerequisite: 30cp in Cultural Studies major with a minimum of 8cp at 300 level

Students in this unit devise an in-depth course of study, research, writing and editing in a subject of their choosing. Students are encouraged to combine this unit with a production unit and produce one piece of work integrating their work in the two units for 16cp.

54390

ADVANCED SOUND DESIGN – RADIO

8cp; 3hpw
prerequisite: 54294 Sound Design

This is the central post-production unit of the major. Students work in groups to produce music, feature, documentary and sound compositions. Emphasis is placed upon multitrack format, post-production techniques and stereo design. Questions of composition and design are addressed operationally and conceptually in terms of aesthetics and political effects. After an initial shared core around these areas, the unit divides into two strands: one for those interested in concepts and skills of music production, and the other for those interested in concepts and skills in documentary and feature production. Students in both strands work on the post-production treatment of sound though with different emphases.

54391

RADIO SEMINAR

8cp; 3hpw
prerequisite: 54116 Audiovisual Media Production or 54294 Sound Design or 54390 Advanced Sound Design – Radio recommended

This unit is open to various areas of specialisations. The emphasis will be on group work around a specified project. The focus may be areas such as live radio (including talkback); music and soundscape; sound for multimedia; or writing and production for sound/radio features. There will be opportunities for some technically based skills acquisition in post-production sound, whatever the focus. The content of the unit will be advertised prior to enrolment.

54392

ADVERTISING COMMUNICATION STRATEGIES

8cp; 3hpw
prerequisite: 54290 Advertising Production and Criticism

An advanced unit for students wishing to specialise in the study of advertising involving the further exploration of various historical, social, economic, political and cultural issues related to the production of advertising. This unit will investigate the development of advertising strategies for specific brands, and the use of visual and verbal signs to communicate with an audience. There will be an emphasis on audio-visual advertising – television ads, animatics, tape-slide, installation work, radio and TV soundtracks; and an examination of techniques borrowed from other media and utilised in advertising e.g. montage, mise-en-scéne, framing, rear projection, music, and narration.

54393

INTERACTIVE MULTIMEDIA

8cp; 3hpw
prerequisite: 54292 Hypermedia; 54260 Animation is recommended

This is an advanced unit for students wishing to refine their critical, theoretical and practical skills in the design and production of interactive multimedia. Students will build upon skills and knowledge gained in previous units involving hypermedia, sound, and animation; and further explore the cultural, social and political implications of the new digital media, including issues of gender and technology, power and intertextuality. The unit will equip students with the operational and critical conceptual skills required to plan and produce an interactive media

program using computers and various software packages such as HyperCard, Photoshop, MacroMind Director and Authorware. Emphasis will also be placed on the pre-production and post-production issues surrounding the production and consumption of such programs as used in museums, media, industry and the domestic markets.

54394

COMMUNITY RELATIONS

8cp; 3hpw
prerequisite: 54293 Public Relations: Process and Practice

The subject aims to encourage a full appreciation of the need in practice to implement and maintain effective community relations programs requiring a thorough knowledge of the community, effective two-way communication, and the development of definite policies to safeguard and protect the community's amenities and environment.

54395

PUBLIC RELATIONS: RESEARCH AND COMMUNICATION

8cp; 3hpw
prerequisite: 54293 Public Relations: Process and Practice

Develops an awareness of existing theoretical research in public relations and examines the role of research in professional practice. Students are required to have an understanding of current research trends and mass communication research methods. Each student will to pursue individual interests in interpersonal, intercultural, organisational, mass or political communication and examine the implications these have on professional practice.

54396

COMMUNICATION, SOUND, IMAGE PROJECT

12cp; 3hpw
prerequisite: 30cp in the major

This Project subject is available to students who seek to undertake a major piece of work as a capstone production unit. It is normally taken under individual or group supervision, and may draw on production practices across the major, or focus more on a particular area. The subject is not a requirement for the major.

55010

PSYCHOLOGY

4cp

Designed to introduce students to the theories, principles and practices of psychological research, emphasising those issues that are also within the framework of information provision. Learning strategies include lectures and small group work.

55020

ADMINISTRATIVE PRACTICES

6cp
prerequisite: 51103 Work, Organisation and Society

The concepts and techniques dealt with in this subject are aimed at the information specialist, regardless of type of employment. It introduces students to key concepts and theories relevant to the management of information organisations and services, and to aspects of the work environment which may affect the way in which information products and services are developed, provided and evaluated. Learning strategies include lectures, classwork involving reading, analysis of case studies, discussion groups and completion of exercises, and practice exercises for completion out of class.

55021

PRODUCING AND ANALYSING DATA 1

5cp

Information professionals produce and use data in many ways e.g. for answering questions which arise from practice, for accountability purposes and for meeting the needs of target audiences and groups. Therefore the ability to generate, evaluate, analyse, interpret and present data is essential for all students in the program. This subject will help to build the skills and knowledge required to carry out independently data-based projects and contribute to the students' ability to read, evaluate and apply the research-based literature which they will be reading as students in this course and as practitioners. Learning strategies include lectures, tutorials, prescribed reading and exercises completed both in and out of class. Individual and small group consultation with the teaching staff will also be used.

55022

PRODUCING AND ANALYSING DATA 2

5cp

prerequisite: 55021 Producing and Analysing Data 1

This unit builds upon the knowledge and skills developed in Producing and Analysing Data 1 and emphasises application of that knowledge. At the completion of this unit students should be able to demonstrate understanding of the basic research and data analysis concepts and skills to carry out a research project.

55023

COMMUNICATION AND INFORMATION SKILLS

4cp

Designed to introduce and develop tertiary study skills and fundamental communication and information competencies required for subsequent study in the degree, and for independent learning both as a student and as a professional. Students are introduced to a range of information resources as well as strategies for accessing and retrieving information from them. Students are assisted in developing expertise in the choice and use of appropriate forms of communication, both oral and written. The subject will consist of lectures and workshops emphasising learning by application. Use will also be made of a workbook for some out-of-class practical exercises.

55024

INFORMATION PRODUCTION

6cp

Develops skills in the design and production of information resources and products. Students will be introduced to the variety of technologies and facilities available, with an emphasis on computer-based design and production activities. Characteristics and functions of specific technologies, media and formats will be considered in relation to audience and channel selection. The unit will also include the evaluation of production outcomes using appropriate criteria. Learning strategies include lectures and small group sessions emphasising hands-on use of materials, equipment and facilities. Visits will be arranged for students to see a range of production facilities and services.

55025

COMPUTER INFORMATION TECHNOLOGY 1: INFORMATION TECHNOLOGY

4cp

Develops a knowledge base in the theory and practice of computing and information technology. Students will be presented with the basic concepts of information systems. They will have the opportunity to use software applications to practise the design and development of information systems. Overall, the subject provides a skill base together with an awareness of the broad range of information technologies commonly used by information professionals.

55030

PROFESSIONAL STUDIES 1

4cp

Develops knowledge of the information industry by observation and analysis of actual professional and industrial environments. Considers the relationship between theory and the practices of information and communication, and the role of personal and professional value systems in the process of professional decision making. The emphasis will be on student-directed learning. Students will cover the content of the unit through a variety of approaches including background reading, analysis of professional materials, visits to information agencies, individually and in groups, attendance at meetings of professional organisations, carrying out structured interviews with information professionals, and through structured discussion presentation.

55031

PROFESSIONAL STUDIES 2

6cp

prerequisite: 55030 Professional Studies 1

Students will build on the knowledge of the information environment and professional value systems observed in Professional Studies 1 and commence work on identification of their own values and aspirations in relation to a career in information work. Students will be assisted in exploring career paths and will develop a plan for the compilation of a professional portfolio. This will contain evidence of a range of practical activities they have carried out in an area or aspect of information provision of interest to them. There are some classes but this subject will be based largely on self-directed learning, the study and completion of a self-instructional text out of class, and individual and group consultation.

55032

PROFESSIONAL STUDIES 3

8cp

prerequisite: 55031 Professional Studies 2

Students will undertake practical activities related to their professional portfolio plan developed in Professional Studies 2. The subject will be based on independent study and self-directed learning, with students' activities guided by a learning contract. Students will consult their nominated supervisor regularly. Consultation sessions will focus on the development of the student's approach to problem solving and the development and application of professional judgement.

55033

PROFESSIONAL STUDIES 4

10cp

prerequisite: 55032 Professional Studies 3 and enrolment in final semester

Students will plan, carry out and evaluate a major professional information-handling task. Students are expected to work independently on their project, guided by consultations with their assessors and discussions with their peer support group. They will also meet with their supervisor to evaluate the professional portfolio developed during their degree program.

55040

INFORMATION SCIENCE 1: FOUNDATIONS OF INFORMATION SCIENCE

5cp

A foundation for the study of the theory of information science as it is presented in the information science disciplinary sequence. Presents an overview of the historical development of information science and an introduction to basic concepts such as information and information transfer. Draws on a range of theoretical and empirical literature to demonstrate the development of thinking about information science. It is also designed to make students aware of the

environment for information provision and the variables influencing this environment. Learning strategies include lectures, tutorials, workshops and independent study. Students are required to prepare thoroughly through reading and small group work in accordance with the overall emphasis in the course on developing independent learners.

55041

INFORMATION SCIENCE 2: INFORMATION USER BEHAVIOUR

6cp

prerequisite: 55040 Information Science 1

Introduces students to the constructs, concepts, models and theories relevant to information user behaviour. Information behaviour models and the assumptions or world views underlying them are presented. Particular attention is paid to the variables which differentiate groupings of information users and are thought to predict or influence information behaviour. Empirical research findings are used to illuminate and evaluate concepts and models. A marketing model provides a framework for the subject in that it is devoted to target groups and market segmentation. A range of learning strategies including lectures and tutorials will be applied. Learning activities will also foster the development of student autonomy in learning, from structured class activities to situations where students are responsible for initiating and directing their learning.

55042

INFORMATION SCIENCE 3: ORGANISATION OF INFORMATION

6cp

prerequisite: 55041 Information Science 2

Examines and evaluates principles, theories and conceptual frameworks for the organisation of information and information resources for eventual retrieval in relation to a specific need. Deals with approaches to organisation and control based on intellectual content as well as those based on physical arrangements of information and information resources, against the background of a consideration of a variety of approaches to analysis. Stresses further development of the skills of analysis, description and evaluation. Topics will be presented by lectures, tutorials and practical exercises.

55043

INFORMATION SCIENCE 4: INFORMATION RETRIEVAL

6cp

prerequisites: 55041 Information Science 2, 55042 Information Science 3

Examines the theoretical foundations of information retrieval, including the principles on which information retrieval systems are based and the human and technical processes in the interaction between end-users, intermediaries, and systems. Learning strategies include lectures, tutorials and completion of exercises out of class.

55044

INFORMATION SCIENCE 5: INFORMATION SERVICE AND PRODUCT DESIGN

6cp

prerequisites: 55041 Information Science 2, 55042 Information Science 3

This subject is designed to introduce students to theories, concepts and principles relevant to the design of information services and products. Students will read the work of major contributors to the area, explore various approaches to designing information services and products, and apply the concepts and principles of information service and product design to the presentation of information. Learning experiences will include a mixture of lectures, visits, tutorials and discussions as well as seminars, study groups and self-directed learning.

55045

INFORMATION SCIENCE 6: THEORIES AND ISSUES IN INFORMATION SCIENCE

8cp
prerequisites: 55043 Information Science 4, 55044 Information Science 5

This is the final subject in the disciplinary sequence. It is designed to draw together, explore in depth and extend the central concepts, theories and models introduced in the earlier subjects. The subject has a concentration on information: what it is, how it is developed and how it is used as the basis for professional practice. This has two purposes: first, to explore the relationship of information to knowledge and the need for information providers to fully understand this relationship; and secondly, to provide an understanding of the basis of the body of knowledge in information science so that the literature can be critically evaluated. Some lectures will be given and there may be visiting speakers, but most learning activities will be centred on independent study, including reading and discussion.

55055

BIBLIOGRAPHIC CONTROL

6cp

Addresses the creation and dissemination of bibliographic records in libraries, indexing and abstracting services, and national bibliographic agencies. The subject is particularly suitable for those intending to work in libraries and is one of several which gives specialist background skills. Learning strategies include lectures and small group work.

55060

BUSINESS INFORMATION

6cp
prerequisite: 55041 Information Science 2
corequisite: 55043 Information Science 4

This target group study aims to provide students with an overview of the characteristics of business, the environmental factors and issues impinging on information need, and the information transfer processes and information seeking patterns identified as characteristic of business. Also considers the information resources and services available to the business community, with particular reference to specialised information resources, services, and methods of dissemination. The emphasis is on lectures, workshop discussion and out-of-class exercises. Visits are arranged where appropriate.

55065

CHILD AND YOUNG ADULT INFORMATION STUDIES

6cp
prerequisite: 55041 Information Science 2

The aim of this target-group study is to provide an overview of the characteristics of children and young adults, the factors and issues impinging on their information needs, the information-seeking patterns identified as characteristic of these groups, and information-transfer processes which meet their needs. This unit also considers the information resources, products, and services available to children and young adults, and methods for their dissemination. Learning strategies include lectures and tutorials and practical exercises may be completed out of class. Students will also contact appropriate information professionals and share information in seminar sessions.

55070

HEALTH INFORMATION

6cp
prerequisite: 55041 Information Science 2

Provides an understanding and overview of the flow and transfer of health information from generator to consumer. Looks at the information needs and information behaviour of those seeking health information and the resources and services providing health information and the methods of dissemination of that information. Learning strategies include lectures,

workshops, practical exercises to be completed out of class and visits.

55075

INFORMATION RESOURCES AND COLLECTIONS

6cp
prerequisites: 55023 Communication and Information Skills, 55041 Information Science 2

Examines the principles and approaches to the management of information collections of all types. Also examines information resources in selected disciplines in the pure and applied sciences, social sciences and humanities and the ways in which people in those disciplines create, communicate and use information. Learning strategies include lectures, small group discussions, in-class and out-of-class exercises and visits.

55090

PUBLISHING

6cp
prerequisites: 55040 Information Science 1

Students will be introduced to the developments and workings of the book trade in Australia and to semi-formal and in-house publishing. It will give students opportunities to examine the roles and functions of professionals involved in the publishing process. Students will also be able to develop some key skills to consider some of the issues associated with publishing in Australia. Teaching and learning experiences will be a mixture of lectures, readings, visits, tutorial activities and exercises.

55095

INFORMATION AND RECORDS MANAGEMENT

6cp
prerequisite: 55020 Administrative Practices, 55042 Information Science 3

Develops knowledge and skills in managing and using information and records for organisational purposes, such as strategic planning and policy formulation. Seeks to identify and apply principles and approaches to information and records management. Learning experiences will include lectures, workshops, case studies and site visits.

55108

PRACTICUM 7

8cp
13 days in primary school library and information provision project (17 days)

Gives an understanding of the management role of the teacher–librarian within the school library as it relates to management of resources, services, systems and facilities and to budgeting and personnel supervision. Students also reassess information provision to users within the total school environment through an information provision project.

55431

INFORMATION SCIENCE 1: FOUNDATIONS OF INFORMATION SCIENCE

4cp

A foundation for the study of the theory of information science. Presents an overview of the historical development of information science and an introduction to basic concepts such as information and information transfer. Draws on a range of theoretical and empirical literature to demonstrate the development of thinking about information science. Also designed to make students aware of the environment for information provision and the variables influencing this environment.

55432

INFORMATION SCIENCE 2: INFORMATION USER BEHAVIOUR

4cp
prerequisite: 55431 Information Science 1

Introduces students to the constructs, concepts, models and theories relevant to information user behaviour. Information behaviour models and the assumptions or world views underlying them

are presented. Particular attention is paid to the variables which differentiate groupings of information users and are thought to predict or influence information behaviour. Empirical research findings are used to illuminate and evaluate concepts and models. A marketing model provides a framework for the unit in that it is devoted to target groups and market segmentation.

55433

INFORMATION SCIENCE 3: ORGANISATION OF INFORMATION

4cp
prerequisite: 55431 Information Science 1

Examines and evaluates principles, theories and conceptual frameworks for the organisation of information and information resources for eventual retrieval in relation to a specific need. Deals with approaches to organisation and control based on intellectual content as well as those based on physical arrangements of information and information resources, against the background of a consideration of a variety of approaches to analysis. Further development of the skills analysis, description and evaluation will be stressed.

55434

INFORMATION SCIENCE 4: INFORMATION RETRIEVAL

4cp
prerequisites: 55431 Information Science 1, 55432 Information Science 2

The theoretical foundations of information retrieval, including the principles on which information retrieval systems are based and the human and technical processes in the interaction between end-users, intermediaries, and systems.

55435

INFORMATION SCIENCE 5: INFORMATION SERVICE AND PRODUCT DESIGN

4cp
prerequisites: 55431 Information Science 1, 55432 Information Science 2

Introduces students to theories, concepts and principles relevant to the design of information services and products. Students will read the work of major contributors to the area, explore various approaches to designing information services and products, and apply the concepts and principles of information service to produce designs for the presentation of information.

55436

ISSUES IN TEACHER LIBRARIANSHIP 1

3cp; full-year subject

Students will assess the role of the teacher-librarian as an information professional functioning within the educational environment; apply knowledge of information behaviour to the school/school library environment; critically analyse empirical research studies and relate the findings to a school library/information situation; assess issues related to the provision of information services in schools.

55437

ISSUES IN TEACHER LIBRARIANSHIP 2

3cp; full-year subject
prerequisite: 55436 Issues in Teacher Librarianship 1

Enables students to apply theories and principles for the organisation of information and information resources to the school library environment. Students will be able to analyse information materials according to content, subject and form and to apply methods of classifying and indexing information materials and compiling subject heading lists. Students will apply principles of information retrieval to the school library and its users.

55438

ISSUES IN TEACHER LIBRARIANSHIP 3

3cp; full-year subject

The application of theories, concepts and principles relevant to the design of information resources, products, and services within the school library environment. As part of this process, students will be able to evaluate the range of materials, equipment, facilities and services required for the production of information resources and products, and to demonstrate competency in their evaluation and use for educational purposes. They will also assess current developments in curriculum areas and the role of information resources in developing, supporting, extending and enriching the school curriculum.

55439

ISSUES IN TEACHER LIBRARIANSHIP 4

3cp; full-year subject

Students will evaluate the school library as a complex system and consider the range of management functions including issues related to: developing policies and setting priorities, collection development and management, allocation of financial resources, supervision of personnel, and facilities modification and management. Students will also assess the range of current issues related to information provision within the educational environment.

55751

FOUNDATION INFORMATION STUDIES

3cp

Introduces basic concepts in information studies, particularly the information transfer process; introduces the social, political and economic variables shaping the information environment and information provision; describes the components of the information infrastructure; analyses the roles of information professionals in the information transfer process.

55753

SUBJECT ANALYSIS

4cp

Introduces key concepts in information organisation and retrieval; identifies, analyses and evaluates conceptual frameworks for the intellectual and physical organisation of knowledge and information resources; identifies, analyses and evaluates principles underlying various approaches to analysing and describing information and information resources; introduces and applies processes of analysing information resources for inclusion in information systems; and provides an understanding of the principles and structures of classification schemes, files and catalogues. Learning strategies include lectures, workshops and out-of-class exercises.

55754

USER ANALYSIS

4cp

Assists students to identify and analyse models of information behaviour and to identify, describe and assess a range of variables which predict or influence information behaviour. Students will be introduced to a range of communication models, and will identify, analyse and evaluate methods available for defining target groups; define and justify a target group for providing information services; and develop skills in interviewing potential information users. Learning strategies include lectures and tutorials.

55755

MANAGEMENT OF INFORMATION PROVISION

4cp

Develops an understanding of the concepts and principles relevant to the management of resources necessary for information provision. Enables students to apply these principles in managing a variety of resources; to develop an awareness of the role of technology as a management tool; and to examine a

range of models of work group organisation and determine their strengths and weaknesses. Students will also develop an understanding of the concepts and principles of evaluation; develop, implement and assess criteria and methods for evaluating information products and services; and develop management communication skills. Learning strategies consist mainly of lectures, workshops and activities based on reading and analysis of case studies.

55756

PRODUCING INFORMATION

4cp

Students will analyse the range of materials, equipment, facilities and services available for the production of information products; evaluate the appropriateness of the medium for the presentation of information for particular situations and users; and plan, edit, design and package an information product. Learning strategies consist primarily of lectures and small group sessions emphasising hands-on use of materials and equipment. There may also be visits and software demonstrations.

55770

INFORMATION SCIENCE SEMINAR

8cp

Explores and analyses the literature on current developments and issues in information science; provides an appreciation of a coherent view of information as a field of study and as an area of practice; assists to demonstrate high-level conceptual understandings of a current issue in information science and to link theory with theory in practice.

55775

STATISTICS

8cp

Provides an understanding of the major concepts and assumptions relevant to parametric and non-parametric techniques. Assists students to become proficient in the analysis of data employing a variety of commonly-used techniques; to select appropriate techniques for a given problem and data set; to be proficient in the use of statistical and qualitative data analysis packages; to understand the function and uses of a number of multivariate techniques; and to interpret research studies which use a variety of statistical techniques.

55780

RESEARCH METHODS

8cp

Analyses and assesses a number of social science research designs and evaluates their effectiveness in information science research. Students will design and plan a research study, specifically to critically evaluate empirical and other literature in terms of substantive findings and research design methodology used relevant to a particular problem in information science theory or practice. They will select a research design appropriate to that problem, develop a valid, reliable and useful data collection instrument, schedule the collection, and analyse and present data.

55785

INFORMATION SCIENCE THESIS

24cp

Assists to identify possible solutions to problems and answers to questions in information science through their investigation of an information science problem; to build on and contribute to the theoretical knowledge base of information practice through empirical research; and to present a thesis as evidence of high-level competence in empirical research.

55851

INFORMATION PRESENTATION

4cp

Students will analyse and evaluate various approaches to presenting and disseminating information, analyse and

evaluate methods of analysis of information; identify and evaluate frameworks for the evaluation of information; identify the functions and characteristics of a range of information resources; and identify and apply criteria for the evaluation of information resources. Learning strategies include lectures, small group work and out-of-class exercises.

55853

RESEARCH AND QUANTITATIVE METHODS 1

5cp

Students will assess selected ways of knowing in order to gain in-depth knowledge of at least one major discipline-based inquiry method; select and evaluate an appropriate research design for an information problem; become familiar with basic statistical terminology; select appropriate presentation techniques for numeric data; read and understand commonly used inferential techniques; and become aware of current developments in statistics and research of relevance to information consolidators. Class and out-of-class exercises will be used to help students understand the lectures and readings.

55854

INFORMATION CONSOLIDATION

14cp

prerequisites: 55751 Foundation Information Studies or 55856 Information Services in Schools: Curriculum, 55754 User Analysis, 55755 Management of Information Provision or 55857 Information Services in Schools: Management, 55851 Information Presentation, 55855 Information and Document Retrieval, 55853 Research and Quantitative Methods 1

Students will develop an understanding of the principles of restructuring and repackaging information; integrate the information consolidation process and students' subject expertise or area of interest in information provision; implement and assess concepts and principles of evaluation relevant to information consolidation; develop skills in effective information consolidation with an emphasis on the application of appropriate technologies; and identify professional values appropriate to the information consolidation process. The emphasis in this unit is on independent learning, although there are some lectures and tutorials.

55855

INFORMATION AND DOCUMENT RETRIEVAL

6cp

Examines the theory and practice of information retrieval; the principles on which information retrieval systems are based; the design techniques used in building databases, file structures and their implications for the retrieval process; and the nature of computer telecommunication networks. The subject introduces the student to a range of information technologies commonly used by information professionals. Learning strategies include lectures, small group work and out-of-class exercises.

55856

INFORMATION SERVICES IN SCHOOLS: CURRICULUM

4cp

Students will be assisted to understand the information environment and the factors which shape it with specific reference to the information environment in schools; to assess the role of information professionals in the information transfer process with particular reference to the teacher-librarian's role within the education/school environment; to apply information learning and curriculum theory in the provision of educational resources and services; and to apply concepts of information which involve user analysis, subject analysis and information and document retrieval to information provision within schools.

55857

INFORMATION SERVICES IN SCHOOLS: MANAGEMENT

3cp

The application of management concepts and principles to the information consolidation process as it occurs within the educational environment, and the provision of information within the school/school library.

55860

INFORMATION SCIENCE 1: FOUNDATIONS OF INFORMATION SCIENCE

6cp

A foundation for the study of the theory of information science as it is presented in the information science disciplinary sequence. Presents an overview of the historical development of information science and an introduction to basic concepts such as information and information transfer. Draws on a range of theoretical and empirical literature to demonstrate the development of thinking about information science; also designed to make students aware of the environment for information provision and the variables influencing this environment. Learning strategies include lectures, tutorials, workshops and independent study. Students are required to prepare thoroughly through reading and small group work in accordance with the overall emphasis in the course on developing independent learners.

55861

PRODUCING AND ANALYSING DATA 1

4cp

Information professionals produce and use data in many ways, e.g. for answering questions which arise from practice, for accountability purposes and for meeting the needs of target audiences and groups. Therefore the ability to generate, evaluate, analyse, interpret and present data is essential for all students in the program. This subject will help to build the skills and knowledge required to independently carry out data-based projects and contribute to the students' ability to read, evaluate and apply the research-based literature which they will be reading as students in this course and as practitioners. Learning strategies include lectures, tutorials, prescribed reading and exercises completed both in and out of class. Individual and small group consultation with the teaching staff will also be used.

55862

PRODUCING AND ANALYSING DATA 2

6cp

prerequisite: 55021 Producing and Analysing Data 1

This unit builds upon the knowledge and skills developed in Producing and Analysing Data 1 and emphasises application of that knowledge. At the completion of this unit students should be able to demonstrate understanding of the basic research and data analysis concepts and skills to carry out a research project.

55863

PROFESSIONAL STUDIES 4

8cp

prerequisite: 55032 Professional Studies 3 and enrolment in final semester

Students will plan, carry out and evaluate a major professional information-handling task. Students are expected to work independently on their project, guided by consultations with their assessors and discussions with their peer support group. They will also meet with their supervisor to evaluate the professional portfolio developed during their degree program.

55864

PSYCHOLOGY

4cp

Designed to introduce students to the theories, principles and practices of

psychological research, emphasising those issues that are also within the framework of information provision. Learning strategies include lectures and small group work.

55900

PROFESSIONAL PRACTICE

6cp

This subject introduces students to information work practice through the examination of basic concepts and the social, political and economic context of information work. The roles and responsibilities of the information professional are examined in relation to different professional contexts and the skills and knowledge required. Students are required to develop an action plan as a framework for their professional development through the course.

55901

RESEARCH AND DATA ANALYSIS

6cp

Students will become familiar with qualitative and quantitative research methods. They will select and evaluate a research design for a specific information problem; become familiar with basic statistical and qualitative analysis terminology; select appropriate presentation techniques for numeric data; use a range of descriptive statistical techniques; read and interpret inferential statistics; and become aware of computer-based techniques for the analysis and presentation of qualitative and quantitative data.

55902

INFORMATION BEHAVIOUR

6cp

The aim of this subject is to develop students' understanding of the information needs, motivations and behaviours of client groups. Students will identify, define and justify a client group for the purpose of providing information services and products and will develop an information profile of the group. They will also analyse and compare models of information seeking and utilisation, and will be introduced to the characteristics which influence or predict how people react to information and information products and services.

55903

INFORMATION PRODUCTION AND PRESENTATION

6cp

In this subject students are introduced to theories, principles and skills relevant to design, production, evaluation and dissemination of information products. Students will have the opportunity to work with a range of media types and formats, and to develop skills in restructuring and repackaging information to suit client needs.

55904

INFORMATION SEMINAR

8cp

This subject provides an opportunity for students to explore a range of issues relevant to their practice-based projects. By analysing theories on the nature of information and the paradigms in information science, students will link practice-based problems in areas of students' interests and issues to their theoretical foundations.

55905

INFORMATION PROJECT

16cp

The subject requires students to undertake a project in which they will be engaged in evaluating the modifying information from a range of sources in order to provide defined user groups with new information products and services. Students have opportunities to draw together their learning in information provision and to integrate it with a field of study in which they have an interest and expertise. Students' projects are supervised by both academics and information professionals.

55906

ORGANISATION OF INFORMATION

6cp

This subject examines and evaluates principles, theories and conceptual frameworks for the organisation of information and information resources for eventual retrieval in relation to a specific need. It deals with approaches to organisation and control based on intellectual content as well as those based on physical arrangement of information and information resources, against the background of a consideration of a variety of approaches to analysis.

55907

INFORMATION RETRIEVAL

6cp

This unit examines the theory and practice of information retrieval. It deals with the principles on which information retrieval systems are based. The interaction between information retrieval systems and end-users is examined. Approaches for the evaluation of information retrieval are identified. The unit introduces students to some information technologies commonly used by information professionals.

55908

INFORMATION PROJECT DEVELOPMENT

6cp

This subject aims to introduce students to the concepts and techniques related to management of the development of an information product/service project. It deals with aspects of the internal and external organisational environment which may affect the way in which information product/service projects are developed, managed and evaluated. The organisation of work and working relationships will be covered by an examination of concepts and models of job design and work group organisation. Principles of evaluation recognised in information work and other work settings will be applied to information products and services, to measure the extent to which they meet the requirements of users and the objectives of the organisation.

55909

INFORMATION PRODUCTS AND SERVICES

6cp

This unit is designed to introduce students to the range and characteristics of information resources, products and services for different target groups; to develop and apply criteria for evaluation of information and information resources, products and services; and to analyse and evaluate the central concepts and issues in collection management.

55910

USER DOCUMENTATION 1

6cp

The subject provides an opportunity for students to develop knowledge, skills and competencies in the translating of specialist materials for a non-specialist audience. It takes a client-oriented approach, combining information analysis techniques with writing techniques.

55911

USER DOCUMENTATION 2

6cp

Students will manage a small user documentation project, producing material relevant to a targeted audience. They will also discuss some of the key issues in contemporary professional practice.

55912

BIBLIOGRAPHIC CONTROL

6cp

This elective subject addresses the creation and dissemination of bibliographic records in libraries, indexing

and abstracting services and national bibliographic agencies.

55913

BUSINESS INFORMATION

6cp

This target-group study aims to provide students with an overview of the characteristics of business, the environmental factors and issues impinging on information need, and the information-transfer processes and information-seeking patterns identified as characteristic of business. The subject also considers the information resources and services available to the business community, with particular reference to specialised information resources, services, and methods of dissemination.

55914

CHILD AND YOUNG ADULT INFORMATION

6cp

The aim of this target-group study is to provide an overview of the characteristics of children and young adults, the factors and issues impinging on their information needs, the information-seeking patterns identified as characteristic of these groups, and information-transfer processes which meet their needs. This unit also considers the information resources, products, and services available to children and young adults, and methods for their dissemination.

55915

HEALTH INFORMATION

6cp

The aim of this subject is to gain an understanding and overview of the flow and transfer of health information from generator to consumer. It looks at the information needs and information behaviour of those seeking health information, the resources and services providing health information, and the methods of dissemination of that information.

55916

INFORMATION AND RECORDS MANAGEMENT

6cp

The aim of this subject is to develop knowledge and skills in managing and using information and records for organisational purposes, such as strategic planning and policy formulation. It seeks to identify and apply principles and approaches to information and records management.

55917

PUBLISHING

6cp

This subject is designed to introduce students to the developments and workings of the book trade in Australia and the publishing of grey literature. It will give students opportunities to examine social, legal, commercial and ethical issues associated with publication and publishing in Australia.

55918

RESEARCH METHODS

6cp

This unit contributes to the development of the skills and knowledge required for designing, planning and carrying out empirical research for information practice. Students will apply these skills and knowledge to an information problem.

55919

STATISTICS

6cp

This unit contributes to students' knowledge of and abilities in research, and provides a basis for the analysis of data in an area of professional practice.

55920

TEACHER LIBRARIANSHIP 1

6cp

Focus will be on the factors shaping the information environment in schools; the

role of the teacher-librarian within the educational/school environment; the application of learning and curriculum theory to the provision of educational resources and services; and the application of information concepts involving user behaviour and information access and retrieval to information provision within schools.

55921

TEACHER LIBRARIANSHIP 2

6cp

Focuses on the application of management principles and concepts to the provision of information within the school/school library. This includes both the development of information products and/or services for particular groups and the provision of resources and services to the school community. The planning process, evaluation, and the management of personnel, finances and facilities are also considered, as are issues related to managing change and technology. Students will have an opportunity to apply their learning during a practicum period in a school library.

55970

INFORMATION PRACTICE SEMINAR

8cp

Explores and analyses the literature of current developments, topics and issues in information studies, and relates these to practice; helps students to appreciate a coherent view of information practice and of information science as an emerging field of study; to demonstrate high-level conceptual understandings of a current issue in information practice through a seminar presentation; and to link theory with theory in practice.

55971

INFORMATION SCIENCE

8cp

Analyses and evaluates theories of the nature of information and its relationship to knowledge; assists students to identify and analyse the knowledge base of information science as a social science; and to evaluate seminal and contemporary theoretical sources in information science and related fields.

55972

RESEARCH AND QUANTITATIVE METHODS

8cp

The aim of this subject is to enable students to identify the purpose of research in information science and different types of systematic enquiry used to investigate questions in information and information practice; to select and evaluate an appropriate research design for an information problem; to become familiar with basic concepts, terminology, definitions and applications of quantitative and qualitative data; to read and use inferential techniques; and to evaluate data and format results.

55973

INFORMATION SCIENCE PROJECT

16cp

prerequisites: 55970 Information Practice Seminar, 55971 Information Science, 55972 Research and Quantitative Methods

Evaluation and interpretation of research studies. Students will develop a research proposal, implement it and evaluate its effectiveness; apply their knowledge and skills in information science and systematic enquiry to the investigation of an information problem derived from information practice; and contribute to the literature in information science.

55992

ELECTIVE SEMINAR

2cp

Integrates knowledge in either Communication Management or Information Science with the knowledge base in elective areas. Explores the application of other areas to practice. Assesses the usefulness of practice models.

56001

COMMUNICATION 1: FOUNDATIONS OF COMMUNICATION

5cp

Extends an understanding of, and competence in, interpersonal communication processes which are essential for the effective functioning of any professional. Introduces students to the basic models of the communication process and changing views on communication; explores the interrelationship between communication and the factors such as perception, attribution making, values, self-concept, language and culture; examines specific skills of assertion, listening, and non-verbal communication; addresses questions of ethics and power as they affect interpersonal communication.

56002

COMMUNICATION 2: GROUP COMMUNICATION

6cp

prerequisite: 56001 Communication 1

Builds on interpersonal communication to enhance students' understanding of communication factors influencing small group functioning. Provides theoretical frameworks for observation and analysis of small groups; identifies a range of variables which influence small group communication patterns including personality dimensions, stages of group development, and role structures; examines conflict management within groups; identifies and evaluates various problem-solving and decision-making strategies.

56003

COMMUNICATION 3: ORGANISATIONAL COMMUNICATION

6cp

prerequisite: 56001 Communication 1

Increases students' awareness of factors that influence communication processes in organisational contexts. Overviews the development of the field of organisational communication together with competing theoretical perspectives such as functionalist-interpretivist. Examines organisational systems of communication and the impact of factors such as size, structure and culture on communication. Evaluates the role of communication media and technology in organisations. Examines communication aspects of the specific skills of interviewing, staff training, and diffusion of innovation and change within organisations.

56004

COMMUNICATION 4: PUBLIC COMMUNICATION

6cp

prerequisite: 56001 Communication 1

The role of communication in the public domain. Explores the particular characteristics of each major medium of mass communication and investigates the impact of new and evolving technologies on the processes of communication. Examines the role of rhetoric and arguments intrinsic to public communication. Ethical issues and current legal, moral and political debates are also introduced to students.

56005

COMMUNICATION 5: SOCIETY, CULTURE AND COMMUNICATION

6cp

prerequisites: 56002 Communication 2, 56003 Communication 3, 56004 Communication 4

The role of communication as the pre-eminent precondition for creating human cultural life. Investigates the mutually reinforcing relationship between culture and communication whereby communication is a prerequisite for, and a product of, culture, and vice versa. The subject therefore examines issues such as the centrality of communication in the creation of culture; communication between different cultures; cultural change and development; culture-wide communication media; and the evolution of human culture and communication.

56006

COMMUNICATION 6: CONTEMPORARY ISSUES IN COMMUNICATION

8cp

prerequisite: 56005 Communication 5

Provides students with an opportunity to examine and analyse the theoretical, research and literature issues which integrate the field of communication. This subject pursues a critical examination of the major theoretical paradigms which inform communication scholarship, as well as addressing the application of communication theory and research to significant contemporary issues affecting areas of practice such as society, management, and academia.

56007

PUBLIC RELATIONS PRINCIPLES

6cp

Enables students to define public relations within the context of communication studies, explain the origins and development of public relations practice and examine its contemporary applications; to analyse the influence of public opinion on organisations and learn how to measure and interpret public opinion; to identify a framework for analysing, executing and managing the internal and external communication function for organisations; and to identify and show competence in the public relations tasks of objective setting, planning, research, campaign development and project evaluation.

56008

PUBLIC RELATIONS PRACTICE

6cp

Enables students to demonstrate the ability to develop message strategies for a range of communication needs; to demonstrate competence in planning, writing, producing and delivering material for publication by print and broadcast media; to identify appropriate channels of communication for the occasion and prepare communication plans for controlling the process; and to identify the skills needed to work effectively with associated professionals such as journalists, producers, photographers, graphic artists and printers.

56009

ADVERTISING AND MEDIA MANAGEMENT

6cp

Provides a general introduction to the wide range of issues, professional activities and skills related to the advertising industry. Explores the essential relationships between practising professionals and clients and responsibilities required by regulatory bodies, government and trade regulations. The ranging potentialities of each medium are assessed and practical experience is encouraged in teamwork, group analysis and campaign development.

56010

VIDEO PRODUCTION

6cp

Enables students to demonstrate understanding of the potential and limitations of television as a communication medium; to implement a creative and innovative approach to the conception, scripting and production of television programs; to explain basic technical principles underlying video production; and to demonstrate skills in the management of resources and personnel associated with video production.

56740

MANAGING COMMUNICATION MEDIA

6cp

Students will develop an understanding of the characteristics of effective presentations; study the management of communication media according to communication theory; enhance their competencies in managing communication media such as radio, television and the press; and develop the ability to handle interviews effectively.

56741

MANAGERIAL COMMUNICATION

6cp

Students will develop the fundamental communicational competencies appropriate to advanced managerial performance; investigate the importance and extent of interactive face-to-face communication at the interpersonal–organisational interface; develop understanding of the factors affecting interpersonal communication in management/administrative settings, and provide practice in selected interpersonal–organisational communication skills with the objective of increasing the student's willingness and capacity to transfer those skills to improve the quality of interpersonal communication in work environments.

56742

APPLIED PUBLIC RELATIONS

6cp

prerequisite: 56740 Managing Communication Media

Students will develop a critical sense in diagnosing communication problems in organisations; learn the nature of 'news' and the most effective methods of motivating people; and develop expertise in handling critical competencies in planning, writing and producing material for various media.

56743

MASS COMMUNICATION ANALYSIS

6cp

prerequisite: 56741 Managerial Communication

Students will develop an understanding of mass communication practice and theory as an integral component of communication management; assess the impact of mass communication media with respect to managing communication within the organisational and wider social context; acquire an understanding of, and skills in, using differing modes of analysing the content of mass mediated messages and showing how such approaches assist in the effective management of communication; explore various approaches to audience analysis, complementing message analysis in communication management; and examine media organisation in terms of internal and external constraints on media production and distribution, with particular emphasis on the Australian context.

56744

PUBLIC RELATIONS MANAGEMENT

6cp

This subject is designed to assist current and potential public relations practitioners in their professional development. Students will examine the management of recent public relations campaigns in Australian organisations; develop the ability to set objectives, choose and implement research methods, decide strategies and construct evaluation methods suitable to particular campaigns; and approach public relations as a specialised form of communication management.

56745

PRINCIPLES AND PRACTICES FOR HUMAN RESOURCE DEVELOPMENT

6cp

Examines the human resource development process from a communication management perspective. Students will identify dimensions of the human resource development practice; consider factors which influence adult development and learning; and develop competencies associated with instructional design, instructional processes and learning facilitation.

56746

MANAGING HUMAN RESOURCE DEVELOPMENT

6cp

prerequisite: 56745 Principles and Practice for Human Resource Development

Students will examine the administrative and consultative roles related to the management of human resource development; develop competencies in processes of human resource development planning; human resource development system implementation and evaluation; identify relevant principles and practices from communication theory and practice to the management of human resource development.

56747

ISSUES IN HUMAN RESOURCE DEVELOPMENT

6cp

prerequisite: 56745 Principles and Practice for Human Resource Development

Develops students' understanding of the nature and extent of the provision of learning and development opportunities for adults in a range of professional and industry settings; enhances participants' knowledge of contemporary concepts pertaining to the education of adults; examines human resource development trends and approaches from a national and international perspective; and investigates special focus/professional development programs.

56748

COMMUNICATION IN THE GROUP CONTEXT

6cp

prerequisite: 56741 Managerial Communication

Students will develop an enhanced understanding of the communicational competencies required for professional management of group-based interaction; examine the diversity of factors, individual and institutional, affecting communicational performance in the group context; critically analyse major theoretical perspectives and concepts in the history and ongoing development of group-centred theory in communication science; develop frameworks and methodologies through which to assess group decision making, problem solving and conflict resolution; investigate group communicational techniques relevant to enhancing group commitment; and identify and acquire skills in strategies and methodologies for diagnosing communicative performance in groups.

56749

ISSUES IN ORGANISATIONAL COMMUNICATION

6cp

prerequisite: 56741 Managerial Communication

Defines organisational communication within the context of communication studies and develops an understanding of organisational communication as a tool in communication management; enhances understanding of varying research methodologies associated with the study of organisational communication; and examines the influence of factors such as structure, culture and environment, new communications technologies on communication organisational functioning. Students will acquire and practise skills in techniques used for analysing and improving organisational communication, and acquire and develop competencies in managing communication in organisations.

56902

MASS MEDIA IN EDUCATION

6cp

This subject aims to develop in students an understanding of the processes of mass communication and their influence on schools. In this subject students will: examine ways in which the media of mass communication affects children and their learning; analyse the implications of present and future technological developments for mass communication and their relevance to education; develop skills in the design of media

studies programs for schools; and explore the potential of different forms of the media for communication within the school, and between the school and its client groups.

56903

VIDEO IN EDUCATION

6cp

Provides educators with production experience, informed by an understanding of relevant, related theory. Specifically, students will be expected to analyse, evaluate and use educational television material in the classroom setting. They will also be required to produce their own programs.

56950

COMMUNICATION RESEARCH

6cp
prerequisite: completion of core units and specialist elective units in Public Relations or Human Resource Development
corequisite: 56951 Communication Management Research Design Seminar

Reviews and evaluates the range of available methodologies in communication research; develops an understanding of the process, structure, limitations and underlying assumptions of the scientific method; evaluates the specific purposes, strengths and limitations of quantitative, qualitative and critical research methodologies; reviews examples of research which exemplify quantitative, qualitative and critical methods; compares and contrasts a variety of data-gathering techniques and assesses their applicability to different communication contexts and research questions; develops an understanding of statistical and interpretive techniques used in empirical research reports; and develops competencies in the conventions of reporting research.

56951

COMMUNICATION MANAGEMENT RESEARCH DESIGN SEMINAR

6cp
prerequisite: completion of core subjects and elective specialisation in Public Relations or Human Resource Development
corequisite: 56950 Communications Research

Develops competence in the preparation of a comprehensive research proposal in the field of communication management, involving the development of appropriate research questions; the evaluation of the appropriateness of alternative research methodologies; and the formulation of pragmatic strategies for undertaking the research endeavour developed for the Communication Management Project. Extends understanding of the nature of scientific enquiry and its application to the design of the research process, initially in terms of transdisciplinary issues, and then specifically with reference to communicational issues. Evaluates the decision-making processes underlying choice of quantitative, qualitative, historical, and critical research methodologies; enhances skills in interpreting and critically analysing case studies of research premised upon a range of methodological approaches; and develops an appropriate research design and program for the completion of a selected research task.

56952

COMMUNICATION MANAGEMENT RESEARCH PROJECT

6cp
prerequisite: 56951 Communication Management Research Design Seminar
corequisite: 56953 Contemporary Issues in Communication Management

Allows students to pursue further studies in their area of professional and/or scholarly interest in the field of communication management. In conjunction with 56951 Communication Management Research Design Seminar, students will further develop their critical and analytical skills in communication management appropriate to

working in consultancy and advanced management roles; extend and strengthen their conceptual understandings of communication management; and develop competencies in research and theory building.

56953

CONTEMPORARY ISSUES IN COMMUNICATION MANAGEMENT

6cp

prerequisites: 56951 Communication Management Research Design Seminar, 56950 Communication Research
corequisite: 56952 Communication Management Research Project

Develops conceptual understandings relevant to the continuing professional scholarly development of the student in the field of communication management; examines the development of varying assumptive frameworks and conceptual perspectives and their influence upon communication theory building and associated research and practice; analyses the requirements of theory construction and the attempts to integrate communication theories originating from different assumptive positions and/or communication contexts; applies knowledge of communication theory and research to address both contemporary communication issues and problems, including management problems; and other contemporary issues which may profit from a conceptually advanced communicational perspective.

56955

COMMUNICATION 1: FOUNDATIONS OF COMMUNICATION

6cp

Extends an understanding of, and competence in, interpersonal communication processes which are essential for the effective functioning of any professional. Introduces students to the basic models of the communication process and changing views on communication; explores the interrelationship between communication and the factors such as perception, attribution making, values, self-concept, language and culture; examines specific skills of assertion, listening, and non-verbal communication; addresses questions of ethics and power as they affect interpersonal communication.

56956

FOUNDATIONS OF COMMUNICATION MANAGEMENT

6cp

Examines theories of communication and their application to the work environment. Students study factors that managers need to know about quality interpersonal communication such as perception, impression formation and attribution. This subject identifies personal characteristics and communication behaviour associated with communication competence such as empathic listening, provision of feedback and assertiveness. It also explores cultural and gender variations in interpreting verbal and non-verbal behaviour.

56957

PROFESSIONAL COMMUNICATION PRACTICE

6cp

This subject introduces students to professional communication practice through the examination of basic concepts and the social, political and economic context of communication management. The roles and responsibilities of the communication professional are examined in relation to different professional contexts and the skills and knowledge required. Students are required to develop an action plan as a framework for their professional development throughout the course.

56958

WORK GROUP COMMUNICATION

6cp

This subject analyses major theoretical perspectives in the ongoing development of group centred theory in communication. It develops understanding of the role of communication in work related groups and the diversity of factors affecting communication performance. Students analyse group effectiveness factors such as leadership, team building and decision making and apply strategies for diagnosing communication problems in groups.

56959

ORGANISATIONAL COMMUNICATION

6cp

This subject provides an understanding of organisational communication as a component of communication management. Students develop expertise in research methodologies and diagnostic techniques used for understanding organisational communication. The subject deals with characteristics of organisations such as structure and culture and the effect on organisations of new communication technologies.

56960

CONTEMPORARY ISSUES IN COMMUNICATION MANAGEMENT

8cp

This subject enables students to analyse assumptive framework and conceptual perspectives affecting communication theory, research and practice. Students examine attempts to integrate the field of communication studies. They apply their knowledge of communication theory and research to contemporary communication issues and problems. The effect of changing information and communication technologies on the management of communication is critically assessed.

56961

COMMUNICATION MANAGEMENT PROJECT

16cp

This subject allows students to pursue further studies in their area of professional or scholarly interest in communication management. Students develop competence in the preparation and execution of a communication management project. They identify and review the literature pertinent to their selected area of study and apply appropriate methodologies to their research endeavour. Students develop competence in managing a research task and preparing a report which contributes to the body of knowledge.

56962

PUBLIC COMMUNICATION ANALYSIS

6cp

The main focus of study in this subject is the role of communication in the public domain. The subject explores the particular characteristics of each major medium of mass communication and investigates the impact of new and evolving technologies on the processes of communication. It examines the role of rhetoric and arguments intrinsic to public communication. Ethical issues, current legal, moral and political debates are also introduced to students.

56963

PUBLIC RELATIONS 1: PLANNING AND RESEARCH

6cp

This subject explains the concept of public relations as communication management. It identifies the contribution and relevance of public relations to modern organisations. Students learn to apply the principles of public relations to examples from their own professional practice. The role and use of analytical research in public relations is analysed as is strategic planning for public relations.

56964

PUBLIC RELATIONS 2: CAMPAIGNS AND EVALUATIONS

6cp

Students learn to develop creative communication strategies for a range of public relations needs. They become proficient in planning, writing and producing material for publication by print and broadcast media. Evaluation and measurement techniques for public relations are assessed and applied. This subject provides an understanding of how to implement and evaluate public relations campaigns in a wide range of work applications.

56965

VIDEO PRODUCTION

6cp

Enables students to demonstrate understanding of the potential and limitations of television as a communication medium; to implement a creative and innovative approach to the conception, scripting and production of television programs; to explain basic technical principles underlying video production; and to demonstrate skills in the management of resources and personnel associated with video production.

56966

ADVERTISING AND MEDIA MANAGEMENT

6cp

This subject aims to provide a general introduction to the wide range of issues, professional activities and skills related to the advertising industry. It explores the essential relationships between practising professionals and clients and responsibilities required by regulatory bodies, government and trade regulations. The range of potentialities of each medium is assessed and practical experience is encouraged in teamwork, group analysis and campaign development.

57977

MA THESIS (INFORMATION STUDIES) (F/T)

See details under 'Research Degrees' in front section of this handbook.

57978

MA THESIS (INFORMATION STUDIES) (P/T)

See details under 'Research Degrees' in front section of this handbook.

57987

PHD THESIS (INFORMATION STUDIES) (P/T)

See details under 'Research Degrees' in front section of this handbook.

57988

PHD THESIS (INFORMATION STUDIES) (F/T)

See details under 'Research Degrees' in front section of this handbook.

59316

COMMUNICATION SKILLS – ESSAY WRITING

3cp; 2hpw over 9 weeks

This Social Science elective is one of four Communication Skills subjects aimed at students of a non-English-speaking background who need to develop their essay writing skills. This subject focuses on the analytical essay genre, its structure and style and the strategies required to use documentary evidence appropriately. It focuses on the critical analysis of topics relevant to different academic areas of study, the development of essay outlines and the final preparation of essays.

59317

COMMUNICATION SKILLS – REPORT WRITING

3cp; 2hpw over 9 weeks

This Social Science elective is one of four Communication Skills subjects aimed at students of a non-English-background

who need to develop their report writing skills. This subject focuses on the report genre, its structure and style, and strategies required to use documentary evidence appropriately. It focuses on the analysis of topics relevant to different academic areas of study, the development of report plans and the final preparation of reports.

59318

COMMUNICATION SKILLS – SEMINAR PRESENTATION

3cp; 2hpw over 9 weeks

This Social Science elective is one of four Communication Skills subjects aimed at students of a non-English-speaking background who need to develop their seminar presentation skills. It focuses on the analysis of topics relevant to different academic areas of study, the development of seminar presentation skills, the preparation and presentation of seminars. Practical exercises will be set in class to enable students to differentiate seminars from other academic speaking genres. Seminar topics relevant to students' area of study will be analysed and a variety of sources of material will be evaluated.

59319

COMMUNICATION SKILLS – EMPLOYMENT

3cp; 2hpw over 9 weeks

This Social Science elective is one of four Communication Skills subjects aimed at students of a non-English-speaking background who need to develop their employment-seeking skills. This subject focuses on the skills required for gaining employment, including analysing recruitment advertisements, writing a résumé and a job application letter, making a telephone enquiry about a job and performing successfully in a job interview. It focuses on the analysis of recruitment advertisements relevant to different academic areas of study and the development of writing and speaking skills required for gaining employment.

59320

ENGLISH FOR BUSINESS (ELSSA)

6cp; 3hpw
for Business students

An elective for students in the Faculty of Business which aims to familiarise students with the Australian cultural context and to enable them to speak and write confidently about current business, social and political issues.

59321

CREATIVE WRITING

6cp; 3hpw

Students of a number of courses benefit from practice in creative writing. They may wish to explore talents in the writing of essays, short stories, poetry or drama scripts, or to use the techniques of some or all of these genres to improve their writing of business, technical and professional documents. Students will read the works of established writers in the genres concerned and critiques of such genres. They will also workshop each other's draft manuscripts.

59322

MEDIA STUDIES

6cp; 3hpw

This unit will critically examine the role of different media, in particular television, video and film, in the construction of contemporary culture. Topics will include media programming and production; propaganda and its uses; the use of emotion and rationality in reporting/current affairs; censorship and pornography; and social change and the media. Assessment requires one tutorial presentation and a media scrapbook, including critical comment on one or more of the issues raised.

59323

SCREEN STUDIES

6cp; 3hpw

This unit aims to acquaint students with a range of film styles from the dominant representative models to shorter 'essay'

films and independent cinema. Its content consists of a number of Hollywood classical narrative fictions, allowing work on narrative and genre e.g. film noir, melodrama, and documentary, and analysis of alternatives to this model contained in 'essay' films and independent cinema. Assessment is by one essay (or equivalent) at the end of the unit and by contribution to seminar discussions.

59325

SCIENCE, TECHNOLOGY AND HUMAN VALUES

8cp; 3hpw

Seeks to interpret scientific and technical disciplines from the perspective of the humanities. Examines the philosophical and social foundations of systems of ethics and values and situates recent scientific and technological developments within a changing social and economic context. Issues covered include the rise of the scientific 'expert'; human factors in technology and employment; the medicalisation of everyday life; technology and the natural environment; and technological development and control.

59326

PROFESSIONAL COMMUNICATION

4cp; 3hpw

Develops in senior students a range of communication competences of value in their professional workplaces and in society. Builds on students' knowledge of group and interpersonal communication and provides specific skills in written and oral presentation, including résumé preparation and employment interviews. Students are encouraged to practise writing appropriately for particular purposes and audiences and to prepare short speeches designed to explain and persuade.

59327

CULTURE, HEALTH AND SOCIETY

3cp; 3hpw

Introduces students to key sociological concepts and modes of analysis pertinent to the practice and development of health care professions. Develops students' understanding of the social and cultural processes that shape health status and patterns of illness and influence service delivery.

59328

POWER, POLITICS AND HEALTH

3cp; 3hpw

Focuses on political processes in the provision of health care in Australia. Develops an understanding of politics as an inescapable dimension of collective human behaviour and offers an outline and analysis of the major political institutions in Australian society.

59329

ISSUES IN INDUSTRIAL RELATIONS

4cp; 2hpw

This subject develops a basic understanding of the nature of industrial conflict and trade union and employers' associations in Australia. There is some consideration of history in order to develop an understanding of the nature of change (economic, organisational, political, industrial, technical) and of the reasons behind contemporary values and practices in the workplace.

59330

ADVERTISING PRACTICE

6cp; 3hpw

An introduction to the theory and production of advertising: the concepts used, the skills and techniques applied, the organisational structure and operation of advertising agencies, and their interrelationships with other parts of the communication industry.

59331

ADVERTISING COPYWRITING (PRINT)

6cp; 3hpw

Techniques of research, layout and writing of print advertisements, including newspaper, magazine, direct mail, leaflet and brochure. Emphasises the role of the writer and art director in an advertising agency, client advertising, briefing, and finding and evaluating advertising approaches. The class will be run along workshop lines with writing assignments and a practical project.

59332

ADVERTISING COPYWRITING (TV, RADIO, FILM)

6cp; 3hpw

Techniques of writing advertisements for television and radio are explored in this course. Emphasis is placed on scripting requirements for electronic media, with a look at cinema advertising, the translation of advertisements from one medium to another, and the integration of multimedia campaigns.

59333

ADVERTISING STRATEGIES

6cp; 3hpw

Examination of and practice in a variety of visual and verbal persuasion methods in television, radio, print, and other media. Students will be involved in individual and group presentations of solutions to various advertising problems, and gain some insight into the analysis and evaluation of advertising techniques.

59336

POLITICS AND PLANNING

2cp

This unit provides students in planning disciplines with an introduction to the perspectives of political theory and the techniques of political analysis. Topics include theories of the state, the emergence of structures of decision making, urban managerialism, the politics of public participation, community politics and local government. Concepts of modernity, and post-modernism are used to situate analysis of urban political action into socio-cultural contexts.

59338

SOCIOLOGY AND PLANNING

2cp

This unit provides students in planning disciplines with an introduction to the perspectives of the social sciences and the techniques of sociological investigation. Topics include the emergence of the modern city, the development of the spatial pattern, environmental perception, issues in housing, labour markets, tourism and migration, and current social and demographic trends.

59339

INTRODUCTION TO ABORIGINAL SOCIAL AND POLITICAL HISTORY

6cp; 3hpw

This subject is a campus-wide elective. It examines and analyses the impact of colonialism on indigenous peoples, with particular reference to the Aboriginal inhabitants of this region. The emergence of Aboriginal social and political movements will be presented as the basis for repossession of traditional heritages in land and culture.

59350

PUBLIC RELATIONS: PROCESS AND PRACTICE

8cp; 3hpw

An overview of the public relations profession in government and corporate contexts. In conjunction with theoretical study, students undertake field assignments and a client project to develop a better appreciation of the practice of public relations.

59354

PUBLICITY PRACTICE

6cp; 3hpw
prerequisite: 53240 Public Relations: Process and Practice

A hands-on introduction to the development of basic publicity programs utilising both the media and other channels of public communication on behalf of client groups – non-profit, government or corporate. Students are required to develop a modest publicity program for a 'live' client; to undertake special fieldwork on editorial decision-makers' preferences for publicity writing exercises; and to produce a pamphlet as a print production exercise.

59357

PUBLIC RELATIONS: COMMUNITY RELATIONS

8cp; 3hpw

Examines the concept of 'community' which can vary widely among various public groups. As a 'citizen' of its community, an organisation is expected to participate responsibly in community affairs. This course looks at the ideal and the reality of 'good corporate/community citizenship' and at ways in which public relations programs can address community problems, concerns and interests; economic situations and power; special emotional attitudes (if any) and other social and cultural variables.

59454

PUBLIC RELATIONS: MEDIA STRATEGIES

8cp; 3hpw
prerequisite: 53240 Public Relations: Process and Practice

Introduces social science students to issues and practices in media production processes (in radio, video, television). Develops skills in commissioning, supervising and evaluating media productions. Examines historical and political developments in concepts such as 'alternative' and 'community' media, and looks at the role of media in social change and influence. Focuses on using the media to facilitate social change goals.

59630

SOCIAL ISSUES IN HEALTH

8cp; 3hpw

Concerned with the changing face of medicine and changing attitudes to health as knowledge increases, technology changes, and new skills are acquired. Deals with the dilemmas in health care, social impacts and ethical issues in relation to the individual, the family, and society at large. Topics include: euthanasia, the reproductive revolution, AIDS, transplantation, iatrogenesis (physician/hospital caused illness), allocation of resources, the politics of health, genetic engineering, and ethics. Students are encouraged to undertake projects in areas of particular interest.

88325

PHOTOGRAPHY 1

8cp; 3hpw
prerequisite: 54116 Audiovisual Media Production or 6cp from a Stage 2 production unit

Provides students with a command of photographic techniques and experience of their application in a range of specialist areas relevant to the major and other areas of the degree.

T5110

ABORIGINAL CULTURES AND PHILOSOPHIES

8cp; 3hpw

The subject is offered as an elective for students in all faculties and as a core subject for the Aboriginal Studies major in the BA in Communication, BA in Social Science and BEd in Adult Education. The subject will introduce students to Aboriginal culture and social organisation as expressions of Aboriginal cosmology. Contemporary Aboriginal culture will be presented as an evolving response to colonialism and as a reassertion of cultural empowerment.

SUBJECTS OFFERED BY OTHER FACULTIES

21125

AUSTRALIAN BUSINESS ENVIRONMENT

5cp

A foundation subject which gives students an insight into Australian business organisations.

The context of Australian business and its historical development; the interaction of the national and international, social, political and economic forces in Australia and their impact on Australian business; the changing roles and demands upon managers both historical, contemporary and in the future.

21130

ORGANISATIONAL BEHAVIOUR

5cp

Examines behaviour in organisations, theories which attempt to explain this behaviour, and the implications of these theories for management practices.

An organisational analysis perspective is used to examine topics such as individual and group responses to organisational processes, motivation, conflict, power and control, culture, leadership, decision making, communication, and organisational change.

21321

ORGANISATIONAL DIAGNOSIS AND EVALUATION

5cp

prerequisite: 21221 Organisational Design and Change

Builds on the knowledge gained from studying Organisational Behaviour, Organisational Design and Change and related subjects. Provides students with the practical knowledge and skills for diagnosing issues and problems and evaluating planned changes in organisations.

It is expected that by participating in the course students will further develop their analytical skills and knowledge; become aware of the interpersonal processes that are an integral part of conducting a diagnosis or evaluation; learn how to select and apply a range of research methods and diagnostic instruments for gathering and interpreting information; and gain practical experience in organisational diagnosis or evaluation by participating in a group research project.

21343

QUANTITATIVE MANAGEMENT

5cp

prerequisite: 26122 Business Statistics

The emphasis in the subject is on the practical value of Operations Research/Management Science techniques in assisting decision making in a business context. It uses up-to-date software packages for quantitative management and decision making. Decision theory; waiting line models; linear programming and sensitivity analysis; network analysis (PERT/CPM); inventory models; forecasting; decision support systems; simulation techniques.

21408

EMPLOYMENT RELATIONS SKILLS

5cp

prerequisite: 21306 Employment Relations

Develops knowledge and skills in a range of practical or applied areas critical to effective performance in employee relations. Employee relations problem solving; evaluating strategic options; measuring employee relations initiatives; selection interviewing; counselling and disciplining; appraisal interviewing; negotiating to reach agreement; advocacy before industrial tribunals.

21608

MARKETING FOR INFORMATION PROVISION

6cp

Introduces key concepts and theories in the practice of marketing with special relevance to people working in the information provision area; identifies the genesis and development of the marketing concept and how in recent times it has spread from its initial use in

the private sector to be a valuable aid in effective management in the government and not-for-profit sectors; explains and illustrates the various elements of the marketing process by requiring students to study relevant case studies in groups.

21770

ORGANISATIONAL ANALYSIS AND MANAGEMENT

6cp

Introduces techniques and strategies of management and examines their strengths and weaknesses in relation to communication management, technology and decision making. Looks at the ways in which management skills can be enhanced by an understanding and analysis of organisational power and political processes. These insights provide students with the means to critically evaluate the practices of their own organisations.

31521

COMPUTER INFORMATION TECHNOLOGY 2: FOUNDATIONS OF COMPUTING AND PROGRAMMING

6cp

prerequisite: 55025 Computer Information Technology 1: Information Technology

Enables students to extend their knowledge in the technical areas of computers; to develop a detailed knowledge of data and program representation; to understand the methods of data storage and data management and techniques for data manipulation; and to apply top down design methodology to given problems and produce algorithms and documentation suitable for implementation in a structured language.

31531

COMPUTER INFORMATION TECHNOLOGY 3: SYSTEMS ANALYSIS AND DESIGN

6cp

prerequisite: 55025 Computer Information Technology 1: Information Technology

Enables students to describe the components of a system and how each element is related in order to achieve a goal, and how behaviour is determined by the relationships within and between systems and the environment of which they are a part; to describe the roles, products and activities of the systems analyst and the information resource unit within an organisation; to develop systems requirements specifications using the tools and techniques of systems analysis; and to develop and evaluate alternatives to the physical implementation of a system.

31541

COMPUTER INFORMATION TECHNOLOGY 4: COMMERCIAL PROGRAMMING

6cp

prerequisites: 55025 Computer Information Technology 1: Information Technology, 31521 Computer Information Technology 2: Foundations of Computing and Programming

Enables students to understand and apply techniques of structured design to programming in a commercial environment; to develop a knowledge of the structure and syntax of the COBOL–85 language; to have experience in the design and implementation of report generation, on-line enquiry and on-line update routines, using indexed and sequential files; and to understand and apply techniques for program testing.

31551

COMPUTER INFORMATION TECHNOLOGY 5: DATABASE

6cp

prerequisites: 31521 Computer Information Technology 2: Foundations of Computing and Programming, 31531 Computer Information Technology 3: Systems Analysis and Design

Enables students to understand the different database management system models and how well these conform to the theoretically desirable properties required of a database system; to convert a conceptual data model to a logical database model and determine the access problems likely to occur when implemented; to convert the logical database model to a physical database

model and tune the physical model to allow for access constraints; to understand and use a database language to access, modify and query a database; to understand the integrity and control requirements of a database and how they might be implemented; and to understand the various forms of a distributed database and the special requirements for integrity and control.

31561

COMPUTER INFORMATION TECHNOLOGY 6: DATA COMMUNICATIONS

6cp

prerequisite: 31521 Computer Information Technology 2: Foundations of Computing and Programming

Enables students to understand the significance of data communications standards and the OSI model; to understand the available alternatives in hardware, software and transmission facilities; to be able to make informed decisions on equipment alternatives; and to know how to approach network design and network management.

31571

COMPUTER INFORMATION TECHNOLOGY 7: MANAGEMENT INFORMATION SYSTEMS

6cp

prerequisites: 55025 Computer Information Technology 1: Information Technology

Develops an understanding of characteristics of management information systems and identifies requirements. Students will gain an understanding of the concepts of artificial intelligence and expert systems and their potential applications to decision making.

GRADUATE SUBJECTS OFFERED TO STUDENTS IN OTHER FACULTIES

Building Studies – Graduate Diploma in Urban Estate Management

12516

URBAN SOCIOLOGY

2cp

This unit provides a sociological perspective on the development of the built environment, analysing social, historic and demographic factors that form the context of urban change. The social construction of the meaning of place in a consumer culture and social issues in urban policy and examined by case studies.

Architecture – Master of the Built Environment

12564

URBAN SOCIAL RELATIONSHIPS

2cp

This unit takes an interdisciplinary perspective on the emergence of the modern city and its impact on human life. It investigates the development of social relationships within the context of industrial urbanisation, critically reviewing the contribution of major theorists whose work represents a range of perspectives. There is a focus on the patterning of resource allocation within cities.

Building Studies – Master of Planning

59336

POLITICS AND PLANNING

2cp

This unit provides students in planning disciplines with an introduction to the perspectives of political theory, and the techniques of political analysis. Topics

include theories of the state, the emergence of structures of decision making, urban managerialism, the politics of public participation, community politics and local government. Concepts of modernity and post-modernism are used to situate analysis of urban political action into sociocultural contexts.

59338

SOCIOLOGY AND PLANNING

2cp

This unit provides students in planning disciplines with an introduction to the perspectives of the social sciences and the techniques of sociological investigation. Topics include the emergence of the modern city, the development of the spatial pattern, environmental perception, issues in housing, labour markets, tourism and migration, and current social and demographic trends.

LIST OF COURSES AND CODES

UNDERGRADUATE COURSES

Bachelor of Applied Science in Information Studies (HL10)

Bachelor of Arts in Communication (HH02)

Bachelor of Arts in Social Science (HH03)

Bachelor of Applied Science (Honours) in Information Studies (HL11)

Bachelor of Arts (Honours) in Communication (HH04)

Bachelor of Arts (Honours) in Social Science (HH05)

JOINT DEGREES

Bachelor of Arts/Bachelor of Laws (LL05)

Bachelor of Education in Teacher Librarianship (TE14)

POSTGRADUTE COURSES

Graduate Certificate in Communication Management (HL53)

Graduate Certificate in Creative Advertising (HH69)

Graduate Certificate in EEO Management (HH61)

Graduate Certificate in Information Management (HL52)

Graduate Certificate in Journalism (HH65)

Graduate Certificate in Public Relations (HL54)

Graduate Certificate in Screen Studies and Production (HH67)

Graduate Certificate in Writing (HH62)

Graduate Certificate in Writing for the Screen (HH63)

Graduate Diploma in Communication (H051)

Graduate Diploma in Communication Management (HL61)

Graduate Diploma in Information (HL50)

Graduate Diploma in Information Studies (HL50)

Graduate Diploma in Information/ Teacher Librarianship (HL51)

Master of Applied Science in Communication Management (HL71)

Master of Applied Science in Information Studies (HL70)

Master of Arts in Applied History (HH59)

Master of Arts in Communication Management (HL73)

Master of Arts in Information (HL72)

Master of Arts in Journalism (H058)

RESEARCH DEGREES

Master of Arts (by thesis) (H052)

Master of Arts in Writing (H057)

Doctor of Philosophy (H054)

Doctor of Creative Arts (H060)

SUBJECT NAMES IN ALPHABETICAL ORDER

Aboriginal Cultures and Philosophies	T5110
Aboriginal Forms of Discourse	54331
Aboriginal Literature	50693
Aboriginal People and the Media	54231
Aboriginal Social and Political History	52220
Aboriginal Social and Political History	54230
Aboriginal Studies	50592
Aboriginal Studies	50715
Aboriginal Studies	53219
Aboriginal Studies Project	54332
Administrative Practices	55020
Advanced Journalism Theory	50450
Advanced Scriptwriting	50320
Advanced Sound Design – Radio	53279
Advanced Sound Design – Radio	54390
Advanced Sound Design – Visual	53280
Advanced Special Advertising Topic	53367
Advertising 1	53284
Advertising 2	53285
Advertising and Media Management (6cp)	56009
Advertising and Media Management	56966
Advertising Communication Strategies	54392
Advertising Copywriting (Print)	50331
Advertising Copywriting (Print)	59331
Advertising Copywriting (TV, Radio, Film)	50332
Advertising Copywriting (TV, Radio, Film)	59332
Advertising Practice	50330
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Note. This information is accurate as at 4 November 1994. The Faculty will be restructured after 1 January 1995.

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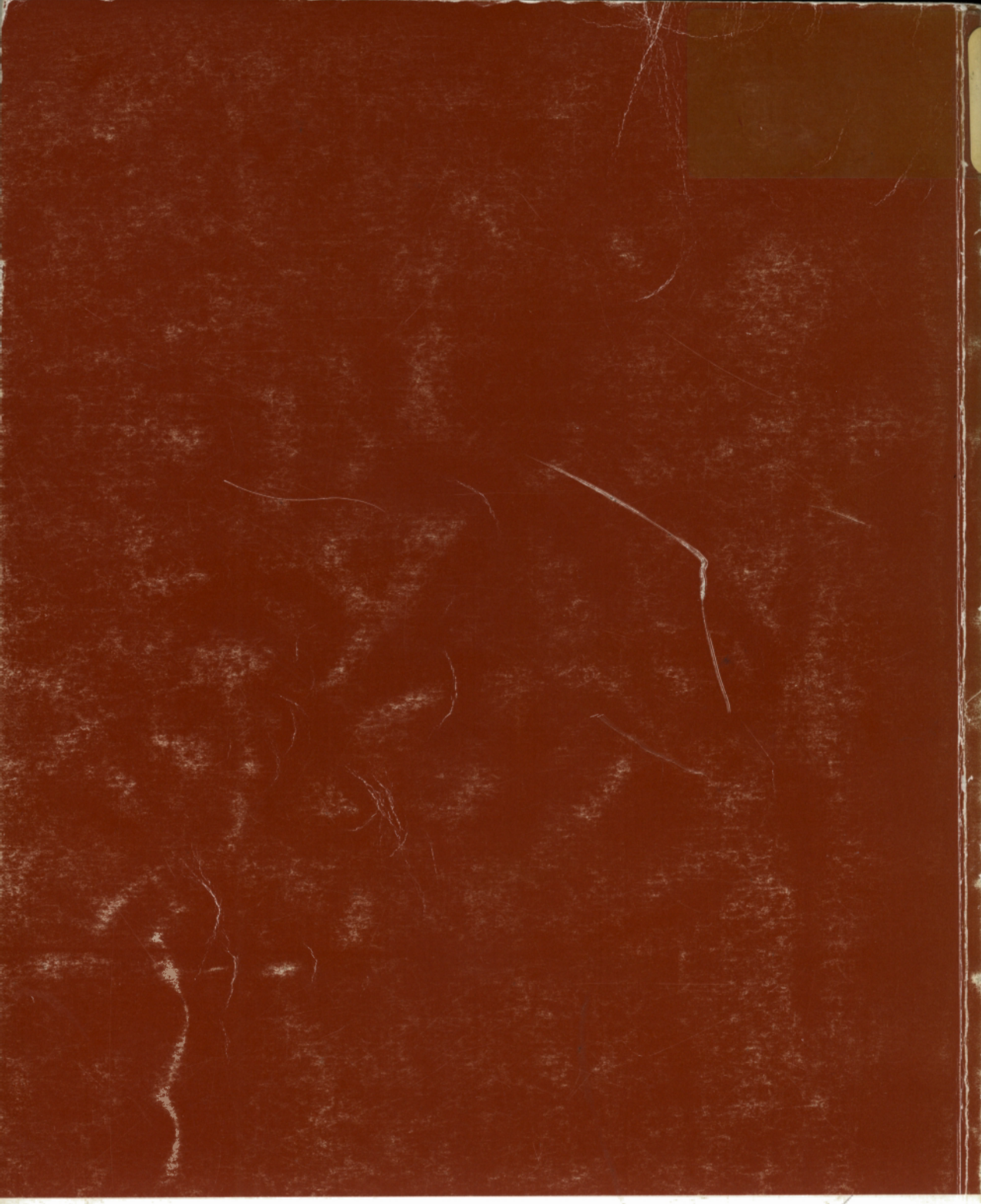

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