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View course rule, topic and timetable information online:

Find transition information at

Since printing this handbook, changes may have occurred. For the most up-to-date information regarding degree rules, topics and timetabling, please check the university website
http://stusyswww.flinders.edu.au/topic.taf
Welcome, and Welcome back!

Welcome to Media @ Flinders if you are new. If you’re a returning student, then welcome back.

What’s new in 2011? Well...

2011 is the first year for a new course structure at Flinders. All topics are now worth 4.5 units. This may bring some challenges for some ‘transitioning’ students who are trying to make unit numbers add up. You will have been sent a personalised template, but – as always – if you have any problems, just get in touch with me and we’ll work it out.

You will find the new Course Rule on pp. 4-5 of this Handbook.

There are also several new topic additions for 2011. COMP3762 Digital Media Technical Project and SCME3011 Industry Project are open to 3rd year students. SOCI2001 and SOCI2003 are Sociology topics, newly added to the B Media. And SCME2005 Media Audiences is a new second year topic which I’ll be offering.

We will, no doubt, catch up over the course of enrolments, but please do also come and see me if you have any questions, or experience any problems. It’s always better to seek help early if something comes up.

I look forward to working with you over the course of your study at Flinders.

Melanie Swalwell
Course coordinator for the Bachelor of Media
Phone 8201 2619

Introduction

This booklet provides an overview of the Bachelor of Media (Creative Arts) and Bachelor of Media (Public Affairs) and details the topic offerings for 2011.

When you are planning your study programme, please bear in mind that many upper level topics do not run every year. For instance, in Screen and Media, many Upper-level topics will only be offered in alternate years.

Please also check the prerequisites and timetable when selecting your classes. You must satisfy the prerequisites listed for a topic before you will be allowed to enrol in that topic. If you have questions about your topic selection or degree progress, you should make an appointment with the Course Coordinator.

The information in this handbook about reading and assessment is meant as a guide to students when choosing subjects. Do not rely on it. Final assessment and syllabus information is distributed to students in the first week of semester as part of the Statement of Assessment Methods (SAM) forms. Timetable information is available at http://stusyswww.flinders.edu.au/topic.taf.
PROGRAM OF STUDY

To qualify for the Bachelor of Media, a student must complete 108 units with a grade of P or NGP or better in each topic, according to the program of study below.

1. 54 units of core topics comprising:
   18 units of first level topics
   18 units chosen from each of List A and List B. (List A is made up of ‘Foundational’ topics; List B comprises topics with a thematic specialisation.)

2. 54 units from either the Creative Arts or Public Affairs stream.

Core – Year 1 topics

SCME1001 Media Histories (4.5 units)
SCME1002 Inter-Media (4.5 units)
SCME1003 Essential Multimedia (4.5 units)
ENGL1001 Professional English (4.5 units) OR
ESOL1101 English as a Second Language 1 (4.5 units)

Option - List A topics

18 units selected from:

LEGL3112 Regulating Technology (4.5 units)
SCME2005 Media Audiences (4.5 units)
SCME2100 Media Policy (4.5 units)
SCME2108 Multimedia Production (4.5 units)

One of the following can be chosen:

COMP3762 Digital Media Technical Project (4.5 units) OR
SCME3010 Digital Media Content Development (4.5 units)

One of the following can be chosen:

SCME3011 Industry Project (4.5 units) OR
SCME3100 Screen and Media Practicum (4.5 units)

Option - List B topics

18 units selected from:

SCME2001 Television: History and Theory (4.5 units)
SCME2003 Non-fiction Form and Ethics (4.5 units)
SCME2102 Sex and Gender (4.5 units)
SCME3005 Digital Games (4.5 units)
SCME3006 From VR to Web 2.0 (4.5 units)
SOCI2001 Media, Culture and Society: An Introduction to Sociology (4.5 units)
SOCI2003 Shaping the Future: Social Change in the New Century (4.5 units)

2. Students must complete 54 units from one of the following:

One Bachelor of Arts major sequence (36 units) selected from the list below, and 18 units of electives; or
Two Bachelor of Arts minor sequences (22.5 units each) selected from the list of major sequences below and 9 units of electives.

Electives can be chosen from topics offered across the University where pre-requisites are met.
Creative Arts stream -- Major and Minor Sequences:

- English
- Creative Writing
- Drama
- Screen and Media*

*The core component of the Bachelor of Media includes SCME1001 Media Histories, which is part of the Screen and Media major sequence. Students enrolling in the Screen and Media major are therefore permitted to substitute a first year topic in English, Creative Writing, Drama or Australian Studies in place of SCME1001.

Public Affairs stream – Major and Minor sequences:

- American Studies
- Criminal Justice
- Development Studies
- Environmental Studies
- History
- Indigenous Studies
- International Relations
- Legal Studies
- Political Studies
- Public Policy
- Sociology
TOPICS BY SEMESTER, 2011

First Semester

First Year

SCME 1002  Inter-Media
ENGL 1001  Professional English (select either S1 or S2)
ESOL 1101  English as a Second Language 1 (select either S1 or S2)

Upper Level Topics

SCME2108  Multimedia Production
SCME2001  Television History and Theory
SCME2003  Non-fiction Form and Ethics
SCME 2100  Media Policy
SCME3011  Industry Project
SCME3010  Digital Media Content Development
SCME3100  Screen and Media Practicum
SOCI 2003  Shaping the Future: Social Change in the New Century

Second Semester

First Year

SCME 1001  Media Histories
SCME 1003  Essential Multimedia
ENGL 1001  Professional English (select either S1 or S2)
ESOL 1101  English as a Second Language 1 (select either S1 or S2)

Upper Level Topics

SCME2005  Media Audiences
SCME3100  Screen and Media Practicum
LEGL 3112  Regulating Technology
SOCI 2001  Media, Culture and Society: An Introduction to Sociology
COMP 3762  Digital Media Technical Project
SCME 1001: Media Histories

Topic coordinator: John McConchie

Level: First Year
Units: 4.5
Duration: Semester 2
Contact hours: 1 1-hour lecture weekly
1 1-hour tutorial weekly
1 2-hour film screening weekly

Syllabus
This topic explores media and their historical contexts. By examining various historical circumstances, philosophies and artistic movements, the topic situates media developments and movements in their wider social and cultural settings. The topic sheds light on important background to contemporary practices.

Educational Aims
To understand social and cultural contexts for media developments
To practice and improve critical reading skills
To understand media movements in their past and present configurations
To practice and improve scholarly writing skills
To become familiar with different media styles and their historic precedents

Expected Learning Outcomes
Students will become familiar with various forms and styles of media
Students will learn to read critically and distinguish a claim from evidence
Students will understand the historical circumstances in which media movements emerged
Students will gain practice in scholarly writing and learn to argue a claim with evidence

Text books
A course reader will be available from Unibooks

Assessment
Assessment will include written and oral presentation of concepts covered in lectures, readings and tutorials as assigned and final test.
SCME1002: Inter-Media

Topic coordinator: Melanie Swalwell

Level: First Year
Units: 4.5
Duration: Semester 2
Contact hours: 3 (1 x 1-hr tutorial, 1 x 2-hr lecture)

Aims
To understand technical, social and cultural contexts for new media developments
To acquire a working vocabulary relevant to understanding and expressing ideas about digital media
To become familiar with a range of digital media practices
To practice and improve critical reading skills and related scholarly writing skills

Syllabus
This topic explores concepts and applications in digital media and media convergence. Technical, theoretical and cultural developments relevant to the convergence of media and the emergence of new media will be examined. Areas of study may include interactivity, digital formats, and business practices.

Text books
A Topic Reader will be available from Unibooks

Recommended:

Assessment
Assessment will include written and oral assignments-- Project; Test(s); Oral; Seminar.
SCME 1003: Essential Multimedia

Topic coordinator: Katie Cavanagh

Level: First Year
Units: 4.5
Duration: Semester 1
Contact hours: 3 (1 x 2-hr workshop, 1 x 1-hr lecture)
Prerequisites: 1 Admission into BCreatArts
1a Admission into BMedia
1b Admission into BScCDM
Must Satisfy: ((1 or 1a or 1b))
Corequisites: None

Aims
To understand social, design and technical contexts for digital media production.
To acquire a working vocabulary relevant to understanding and expressing ideas about digital media.
To combine media theory with production practice in the recognition that they are two parts to one whole.
To familiarise students with fundamental design principles.

Syllabus
The topic introduces fundamental principles of multimedia design for websites and other digital media. Students will learn to analyse, critique, and produce basic multimedia. A variety of production software will be introduced in lessons and practicals, with an emphasis on gaining skills which form the foundation for digital media production.

Text books

Assessment
Assessment will include written and oral assignments-- Project; Test(s); Oral; Seminar.
ENGL 1001: Professional English

Topic coordinator: Dymphna Lonergan

Level: First Year
Units: 4.5
Duration: Semester 1 or Semester 2
Contact hours: 1 1-hour lecture fortnightly
1 1-hour workshop weekly

Aims
To develop the skills and understanding necessary for effective communication -- both written and oral -- in the workplace
To function as a practical topic, using 'real world' materials wherever possible
To emphasise the use of plain, concise, accurate English in writing documents of the kind encountered in many professional fields
To revise English usage, grammar, syntax and punctuation will be revised
To examine and produce typical workplace documents such as employment applications, letters, emails and opinion pieces for publication
To address how to write persuasively, how to construct a logical argument, and how to give a convincing public presentation as part of a research team.

Syllabus:
This topic helps students to develop their oral and written English language skills for use in the workplace. It gives practice in writing and interpreting documents of the kinds encountered in all areas of professional life. The subjects covered include: English grammar, syntax and idiom, the format of workplace documents, persuasive writing, officialese and jargon, constructing logical arguments, and business presentations. This topic is taught in semester 1 and semester 2.

Text books
TBA

Assessment
Examination 35%; Assignment(s); Team presentation.
**ESOL 1101: English as a Second Language 1**

Topic coordinator: Jeff Gil

<table>
<thead>
<tr>
<th>Level</th>
<th>First Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units</td>
<td>4.5</td>
</tr>
<tr>
<td>Duration</td>
<td>Semester 1 or 2</td>
</tr>
<tr>
<td>Contact hours</td>
<td>2 (1 x 2-hour workshop weekly)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Enrolment requires approval of the topic coordinator</td>
</tr>
<tr>
<td>Corequisites</td>
<td>None</td>
</tr>
</tbody>
</table>

**Topic Aims**
Enable students to communicate effectively in an academic context
Introduce a process-based approach to writing
Build academic vocabulary
Consolidate basic English grammar

**Syllabus**
This topic is only available to ESL students. It replaces the Professional English requirement for those students. An ESL student is defined as a student from a non-English speaking background with an IELTS score of less than 7 who has lived in an English-speaking country for fewer than 5 years and did not attend high school in an English-speaking country or through English as the medium of instruction.

The aim of this topic is to extend students' knowledge of the basic skills of communicating in English. It will focus on the skills of writing academic assignments, including planning essays and paragraph construction, vocabulary, grammar and listening skills. The grammar component will be based on correcting those errors that are commonly found in students from non-English speaking backgrounds. This topic aims to teach English language skills, particularly those related to writing, reading, grammar and listening within an academic context.

**Text books:**
TBA

**Assessment**
Test(s); Examination 30%
LEGL 3112: Regulating Technology

Topic coordinator: Paul Marks

Units: 4.5
Duration: Semester 2
Contact hours: 1 2-hour tutorial weekly
1 2-hour seminar weekly
Prerequisites: 9 units of second level LEGL or SCME topics
Corequisites: none

Aims
This topic aims to:
• develop students' ability to think critically about how information technology influences culture
• enable students to identify the stakeholders and issues driving technological development and its regulation
• develop students' understanding of the Australian and global regulatory frameworks concerning information technology
• develop research and group work skills

Syllabus
Technological change has a profound impact on society. This topic provides students with a broad understanding of the ways in which society, through regulation, grapples with the effects of technology. The topic, therefore, examines the various influences on the development of policy and law designed to regulate new and emerging technologies. The topic draws on a number of case studies and provides a critical perspective on the development of law designed to regulate intellectual property, the pervasive influence of the internet and the rapidly changing face of the workplace. The topic also provides students with the opportunity to develop an understanding of their responsibilities concerning the use of technology as well as the chance to critically analyse the relationship between technology and law.

Text book
TBA

Assessment
Written assignments; Seminar participation.
SCME 2005: Media Audiences

Topic Co-ordinator: Melanie Swalwell

Level: 2nd year
Units: 4.5
Duration: Semester 2
Contact hours: 2-3 hours per week (1x 2-hr lecture, 1x 1-hr tutorial).
Prerequisites: SCRN1000 OR SCRN1002 OR MDIA1002 OR 4.5 units of first level SCME topics

Syllabus
This topic surveys some of the major approaches to media and audience -- including media effects and structural models (gender, class, ethnicity, etc), interpretive, filmic and televisual spectatorship, fan based – and methods for conducting audience research. We will consider the potentials and limitations of each of these, and the challenges which newer media pose to various conceptions of audience.

Aims
1. To introduce students to key concepts and major debates in audience studies.
2. To develop a vocabulary and theoretical framework for discussing media audiences, and audience research methods.
3. To develop skills in reading, analysis, listening, facilitation, and writing.

Textbook
TBA. A Topic Reader will be available from Unibooks.

Assessment
Reading responses; Tutorial facilitation; Tutorial participation; Written assignment
SCME 2100: Media Policy

Topic co-ordinator: Melanie Swalwell

Level: Upper Level
Units: 4.5
Duration: Semester 1
Contact Hours: 1 2-hour seminar weekly
Prerequisites:
1 Admission into BCreatArts
1a Admission into BScCDM
1b Admission into BA
1c Admission into BMedia
1d Admission into BEd(ECh),BA
1e Admission into BEd(PrR-7),BA
1f Admission into BEd(JP/P),BA
1g Admission into BEd(MS),BA
2 4.5 units of first level SCRN, MDIA or SCME topics
3 Admission into BGovtPubMgmt
4 POLI1003 -
Must Satisfy: (((1 or 1a or 1b or 1c or 1d or 1e or 1f or 1g) and 2) or (3 and 4))

Aims
To introduce students to key issues and debates in media policy
To develop a theoretical framework and toolkit for the examination of such debates
To develop skills in reading, analysis, reflection, listening and facilitation
To develop skills in the conduct of research, and the presentation of written work

Syllabus
This topic examines Media Policy through key debates and case studies, both contemporary and historical. Covering a range of local and international approaches, students will study such fundamental areas as digital infrastructure, public service broadcasting, film funding and investment policy, sustainability and cultural industries, ownership, and regulation across media.

Text book
A Course Reader will be available from Unibooks.

Recommended:

Assessment includes: Policy Analysis; small group facilitation; online exercises.
SCME2108: Multimedia Production

Topic coordinator: Katie Cavanagh

Level: Upper Level
Units: 4.5
Duration: Semester 1
Contact hours: 1 1-hour lecture weekly
1 2-hour workshop weekly
Prerequisites: 1 Admission into BMedia, 1a Admission into BCreatArts,
1b Admission into, BScCDM, 2 MDIA1001. Must Satisfy: ((1 or 1a or 1b)
and 2)

Aims
To gain experience working as a team member in a creative, multimedia production environment.
To gain experience in a range of multimedia production techniques.
To create and manipulate composite images and digital texts.
To increase fluency with critical vocabulary and concepts needed to discuss digital media design at a professional level.

Syllabus
Multimedia Production builds on the practical skills and knowledge introduced in Essential Multimedia and Inter-media. Advanced Multimedia Design presents a practical and detailed study of digital media, including working with vector, pixel, and multimedia programs. A mix of design-based projects allows students to learn advanced multimedia design and production techniques and apply theories of design to realistic project briefs.

Text books
TBA

Assessment
TBA
COMP3762: Digital Media Technical Project

Topic coordinator: Denise de Vries

Level: 3rd year
Units: 4.5
Duration: Semester 2
Contact Hours: 1 30-minute seminar per semester
1 1-hour supervised study weekly
1 9-hour project work weekly
Prerequisites: 1 Admission into BScCDM
1a Admission into BMedia
2 Admission into BCreatArts
3 1 of Digital Media Stream
4 72 units of topics
Must Satisfy: (((1 or 1a)) or (2 and 3)) and (4)

Aims

This topic provides third-year Computing and Digital Media students the opportunity to:
1. Apply skills and knowledge gained in their course to the systematic development of a complex computer-based digital media production, including the use of advanced tools in the area
2. Apply their skills and knowledge in a professionally responsible manner
3. Communicate effectively with other computer scientists, IT specialists and members of the wider community using a range of communication technologies
4. Work professionally as an individual and in a team
5. Develop a computer-based solution including digital media artefacts appropriate to the social, political, economic and environmental context of the project
6. Contribute successfully to project management
7. Search, access, and analyse research literature as part of the process of developing solutions to problems

Syllabus

This topic provides practical experience in a significant project in an area of digital media technology. The objective is for students to gain well rounded experience in professional practice. Projects may be offered as group projects and industrial projects may be offered.

Projects are generally software-based, although sometimes they may involve investigation of theory. Projects cover the whole systems development life cycle from analysis through design to implementation. The project work will involve project management, comprehensive document preparation and a presentation.

The project will be supervised by an academic staff member. The projects offered will be determined by the topic co-ordinator in consultation with the potential supervisors.

Students are assigned in groups to a project supervisor. There are no lectures in this topic,
although students will be expected to do the equivalent of at least 10 hours per week of practical work for a semester including attending regular meetings with their group and with their project supervisor.

Notes:

Project Work assigned (no classes scheduled)

Seminars are held in week 14, times & locations will be confirmed at a later date.

Supervised Study -- Student groups organised in week 1, must attend group meetings as negotiated by each group.
SCME3010: Digital Media Content Development

Topic coordinator: Karen Vered

Units: 4.5
Duration: NS1
Contact Hours: off campus
Prerequisites: 1 Admission into BA
1a Admission into BCreatArts
1b Admission into BMedia
1c Admission into BScCDM
Must Satisfy: ((1 or 1a or 1b or 1c))

Aims
This topic aims to:
• introduce students to intellectual property, technology and market constraints that shape the possibilities for digital content and services
• develop students’ skills in professional collaboration in teams
• provide students with experience in the processes of documentation as they are required for product/service development for investment
• give students the opportunity to develop a product or service for digital media delivery
• practice in pitching products to potential investors

Syllabus
In this topic, students will work in small teams on the development of digital media content. Teams will develop concepts for products or services and create the necessary documentation that accompanies a development process including business, technical and marketing plans. Throughout the process, teams will be guided by professional mentors and participate in intensive workshops with instruction from professional practitioners in the industry. The projects will culminate with the teams’ presentations to a panel of investors.

Note: Contact hours are determined by the needs of the individual project and will therefore vary from week to week.
SCME3011: Industry Project

Topic coordinator: Melanie Swalwell

Level: 3rd year
Units: 4.5
Duration: Semester 1
Contact Hours: 4 2-hour lectures per semester
               5 2-hour seminars per semester
               2 1-hour supervised studies per semester
Prerequisites: 1 Admission into BMedia
               2 Completion of 72 units worth of topics
               Must Satisfy: (1 and 2)

Aims
This topic aims to:
- expose students to a broad range of professional media work
- offer students practice in resume writing, interview technique and negotiation for professional development in the creative arts and media industries
- undertake a supervised research project that is of relevance to students' targeted industry sector

Syllabus
This topic provides Bachelor of Media students with opportunities for professional dialogue and development. The topic comprises a lecture series, seminars, and supervised study. In the lectures, students hear media professionals' accounts of their practice, and reflections on this. Seminars provide a programme of skills acquisition. Students will also undertake a project located in their chosen field of media practice (research projects in collaboration with industry can be negotiated). The combination of these is intended to assist in identifying a career path and beginning the transition from study to employment.

Text Books

Timetable

Assessment
SCME3100: Screen and Media Practicum

Topic coordinator: Alison Wotherspoon

Level:         Upper Level
Units:         4.5
Duration:      Semester 1 OR 2
Contact Hours:
   2 2- hour seminars per semester
   1 1- hour workshop per semester
   1 100- hour field placement per semester
Prerequisites:
   1 Admission into BA
   1a Admission into BCreatArts
   1b Admission into BMedia
   2 9 units of second level SCME, SCRN or MDIA topics
   Must Satisfy: ((1 or 1a or 1b) and 2)

Aims
This topic aims to:
   • assist students in identifying a career path and beginning the transition from study to employment
   • expose students to current practices in the production and management of projects in the creative arts, screen and media industries
   • provide students with work experience and industry contacts that may assist their entry to the workforce
   • offer students practice in resume writing, interview technique and negotiation for professional development in the creative arts, screen and media industries

Syllabus
This topic allows students to gain work experience in the creative arts, screen and media industries by taking up a project or position with an approved industry partner. Students will attend an orientation with University staff, two seminars with the Topic Coordinator, and complete 100 hours on field placement. Students may also be required to attend career skills workshops across the semester.

Topic enrolment is subject to approval from Topic Coordinator. Only students who have attended the orientation in the previous year will be allowed to take up the Practicum. This is a professional training topic and pre-planning is an essential skill to be demonstrated by attending the orientation.
SCME 2001: Television History and Theory

Topic coordinator: Karen Orr Vered

Level: Upper
Units: 4.5
Duration: Semester 1
Contact hours: 1 3-hour seminar

Aims
This topic engages students in the study of television history and theories about television’s operation in society. Students will gain an understanding and working vocabulary around key issues in television studies, as they have been articulated in Australian, UK and US scholarship. This vocabulary will include a command of the theoretical and historical arguments about broadcasting, cable, and new media technologies relevant to television. Students will demonstrate their knowledge of this material in oral and written works that apply theories, historical analyses, and textual analyses to contemporary issues and objects. By the end of the semester, students who have completed all assignments (including readings and attendance at seminars) should be able to speak and write, with an informed and reflective fluency, on the range of issues addressed.

Syllabus
Classes are held as seminars to accommodate discussion and screening of clips and programs. The topic is a survey course that introduces students to a range of issues relevant to television studies within the Humanities. Through readings, screenings, lectures, discussions, and student assignments, we will evaluate these theories and develop critical perspectives on Australian television. The topic will take a look at what television was (its history) and what it is becoming (its future development). The topic is a valuable introduction to key concepts that are taken up in other SCME topics.

Text books
Course readings are compiled in a Reader, available for purchase from Unibooks. Some readings may be accessed on-line.

Assessment
Assessment will include a combination of assignments from among the following: written and oral summaries, reports and presentations, essays, and tests.
SCME2003: Non-Fiction Form and Ethics

Topic coordinator: Julia Erhart

Level: Upper Level
Units: 4.5
Duration: Semester 1
Contact Hours: 1 1-hour lecture weekly
              1 1-hour tutorial weekly
              1 2-hour film screening weekly

Aims
This topic aims to:
• provide students with a chance to become familiar with the rhetorical strategies commonly found within non-fiction media
• provide students with an opportunity to formulate an informed opinion about what non-fiction media is, and how it differs from fictional work
• assist students in becoming familiar with different non-fiction "modes"
• provide students with opportunities to explore the ethics of non-fiction media

Syllabus
This topic considers aesthetic forms and ethical components of non-fiction media within their specific historical contexts. Students may encounter a spectrum of non-fiction forms and rhetorics, ranging from older-style documentaries (e.g., expository, expressionist, and observational documentary practices) to televisual production (tabloid journalism, reality TV) to blogs and other newer media formats. The ethics circumscribing non-fiction production are paramount, leading us to consider matters of truth and responsibility as well as a director's accountability to audience and subject.

Text Books
Topic Reader available from Unibooks

Assessment will include some or all of the following: written and oral presentations and summaries, and essays
Aims
The aims of this topic are to:
• Critically examine the media representation of society
• Introduce and explain appropriate theories and methods in the field of social, cultural and media analysis
• Analyse the media as a key 'representational' institution which links large-scale social structures to everyday life
• Identify the role of culture and media in social reproduction and political change
• Provide the basis for a developing understanding of the relationships between media, culture and society that will inform later studies in sociology, social sciences and the humanities.

Syllabus
How should we understand the social and cultural impact of new information and media technologies? What role does the media play in the formation of personal identities and modern societies? This topic examines the complex relationship between the media, culture and society against the backdrop of contemporary global transformations. Particular emphasis is placed upon the various ways that individuals experience, react and creatively shape their lives today by drawing upon media culture. Key sociological issues addressed include: the emergence of global media culture; the rise of media scandals; celebrity, fandom and the reshaping of processes of self-formation; and the cultural consequences of surgical culture.

Text Books
TBA

Assessment
TBA
SOCI2003: Shaping the Future: Social Change in the New Century

Topic coordinator: Mr EL Hsu

Units: 4.5
Duration: Semester 1
Contact Hours: 1 lecture weekly
1 tutorial weekly

Aims
This topic aims to:
- Critically understand contemporary social forces, particularly in the area of popular and leisure based activities
- Develop an understanding of the relationship between myths and messages about social identity
- Introduce students to a range of theoretical perspectives on culture and the economy in contemporary society
- Introduce students to the basic principles of learner-centred learning (LCL)

Syllabus
How can we understand the complexity of culture in the new millennium? The rise in consumption, leisure, youth culture, multiculturalism, media, new social movements, nostalgia and history wars have all made the task of understanding culture more difficult than at any time in the past. This topic examines such contemporary cultural 'products' while assessing the extent to which common culture is essential to the unity and integrity of societies. The topic subscribes to a learner-centred learning approach which allows students to obtain 'deep' knowledge in a collaborative, reflexive and systematic fashion.

Text Books
TBA

Assessment
TBA