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Social Sciences  
Faculty Handbook 1994

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# Social Sciences Faculty Handbook 1994

This handbook should be read in conjunction with the UTS Calendar and Student Information Guide. The University attempts to ensure that the information contained in the handbook is correct as at 22 September 1993. The University reserves the right to vary any matter described in the handbook at any time without notice.

*University of Technology, Sydney*



# UNIVERSITY OF TECHNOLOGY, SYDNEY

## ADDRESSES AND TELEPHONE NUMBERS

### POSTAL ADDRESS

PO Box 123  
Broadway  
New South Wales 2007 Australia

Telephone – all campuses except School of  
Legal Practice: (02) 330 1990  
International: +61 2 330 1990  
Fax: (02) 330 1551  
Telex: AA 75004

### STREET ADDRESSES

#### City Campus

- Broadway  
No. 1 Broadway, Ultimo
- Haymarket  
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

#### Balmain Campus

(Being replaced by a new building in  
Harris Street, Ultimo, end 1994)  
Corner Mansfield and Batty Streets  
Balmain

#### 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  
Yarramundi 2753

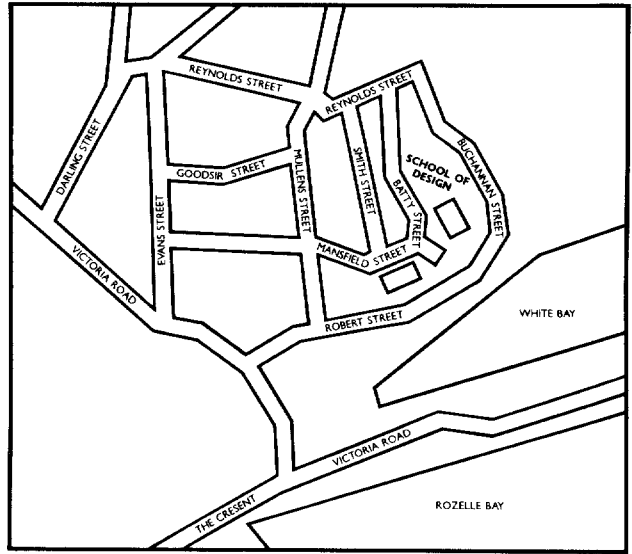
#### Stroud

Lot AFP 161894  
The Bucketts Way  
Booral 2425

## CAMPUS MAPS

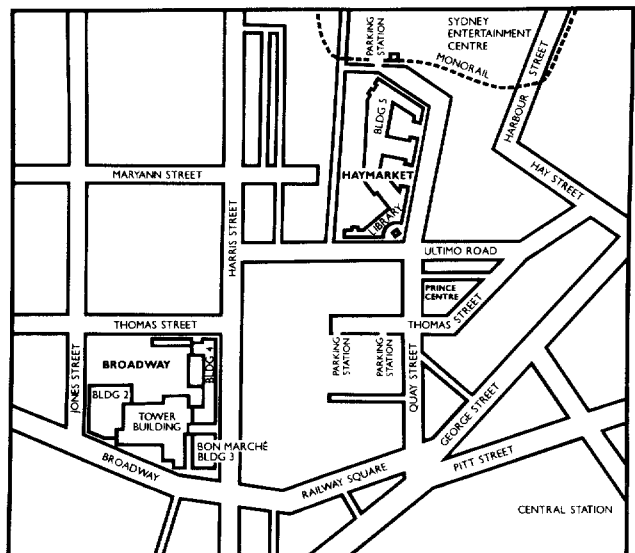
### Balmain Campus

Corner Mansfield and  
Batty Streets  
Balmain



### City Campus

- Broadway  
No.1 Broadway, Ultimo
- Haymarket  
Corner Quay Street and  
Ultimo Road  
Haymarket, Sydney
- Smail Street  
3 Smail Street, Ultimo
- Wembley House  
839-847 George Street  
Sydney

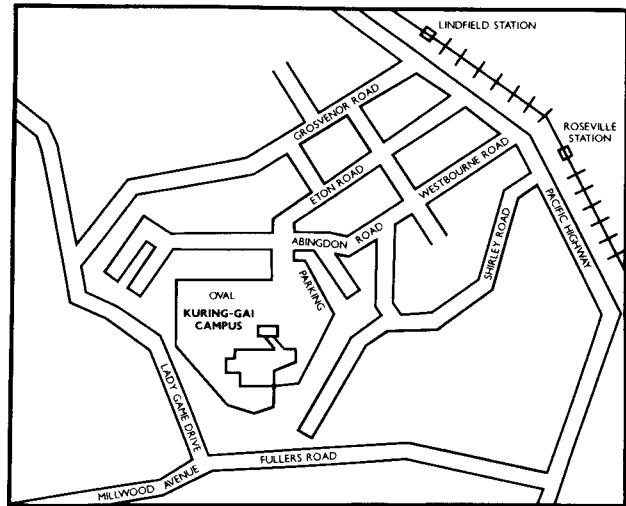




## CAMPUS MAPS

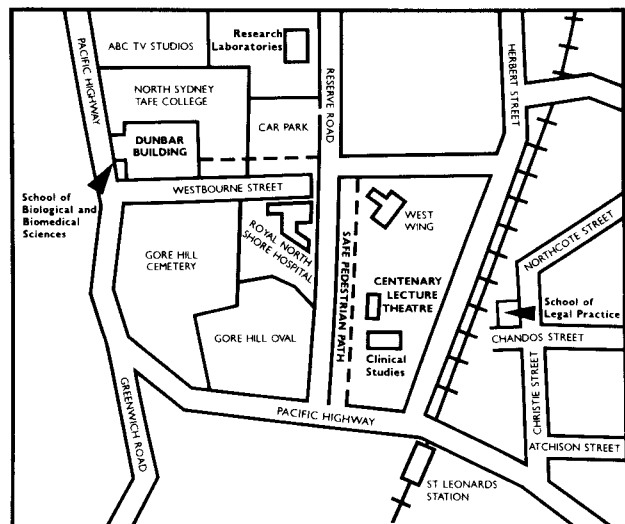
### Kuring-gai Campus

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 ten publications comprising the University *Calendar* and nine faculty handbooks: Business; Design, Architecture and Building; Education; Engineering; Law and Legal Practice; Mathematical and Computing Sciences; Nursing; Science; and Social Sciences. 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.

The University also publishes a *Student Information Guide*, copies of which 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, you should contact the UTS Information Service or your Faculty office. The latter will provide additional information on courses, methods of assessment, book lists and other faculty-specific information. If in doubt, don't hesitate to ask.

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.

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

Located in central and northern 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 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 1994<sup>1</sup>

## AUTUMN SEMESTER

### January

- 5 School of Legal Practice enrolment day at St Leonards campus
- 10 Release of HSC results
- 14 Formal supplementary examinations for 1993 Spring semester students
- 17 Closing date for changes of preference to the Universities Admissions Centre (UAC) from 1993 NSW HSC applicants (by 4.30 pm)
- 20-31 Enrolment of students at City campus
- 26 Australia Day
- 28 Public school holidays end

### February

- 1-17 Enrolment of students at City campus
- 2-7 Enrolment of new undergraduate students at City campus – includes UAC and direct applicants
- 7 Enrolment of all Teacher Education students at St Leonards campus
- 21 Enrolment of School of Biological and Biomedical Sciences students at St Leonards campus
- 28 Classes begin

### March

- 11 Last day to enrol in a course or add subjects
- 11 Last day to change to upfront HECS payment
- 25 Last day to apply for leave of absence without incurring student fees/charges
- 31 HECS Census Date
- 31 Last day to withdraw from a subject without financial penalty

### April

- 1 Public school holidays begin
- 1 Good Friday
- 4 Easter Monday
- 5-8 Vice-Chancellors' Week (non-teaching)
- 6 Graduation period begins
- 8 Public school holidays end
- 8 Last day to withdraw from a subject without academic penalty<sup>2</sup>

- 8 Last day to withdraw from a course without academic penalty<sup>2</sup>
- 22 Graduation period ends
- 25 Anzac Day
- 30 Last day to apply to graduate in Spring semester 1994

### May

- 31 Closing date for undergraduate/postgraduate applications for Spring semester

### June

- 13 Formal examination period begins
- 27 Public school holidays begin

## SPRING SEMESTER

### July

- 1 Formal examination period ends
- 4 School of Legal Practice enrolment day at St Leonards campus
- 4-8 Vice-Chancellors' Week (non-teaching)
- 8 Public school holidays end
- 22 Release of Autumn semester examination results
- 22 Formal supplementary examinations for Autumn semester students
- 25-29 Confirmation of Spring semester programs
- 26-27 Enrolment of new and readmitted students and students returning from leave/concurrent study

### August

- 1 Applications available for undergraduate and postgraduate courses
- 1 Classes begin
- 4 Last day to withdraw from full-year subjects without academic penalty<sup>2</sup>
- 12 Last day to enrol in a course or add subjects
- 12 Last day to change to upfront HECS payment
- 26 Last day to apply for leave of absence without incurring student fees/charges (Spring enrolments only)
- 31 HECS Census Date
- 31 Last day to withdraw from a subject without financial penalty
- 31 Last day to apply to graduate in Autumn semester 1995



## September

- 9 Last day to withdraw from a subject without academic penalty<sup>2</sup>
- 9 Last day to withdraw from a course without academic penalty<sup>2</sup>
- 26 Public school holidays begin
- 26 Graduation period begins
- 26-30 Vice-Chancellors' Week (non-teaching)
- 30 Closing date for undergraduate applications via UAC (without late fee)
- 30 Closing date for inpUTS Special Admission Scheme applications
- 30 Closing date for postgraduate applications (*to be confirmed*)
- 30 Graduation period ends

## October

- 7 Public school holidays end
- 31 Closing date for postgraduate research and course award applications
- 31 Closing date for undergraduate applications via UAC (with late fee)
- 31 Closing date for undergraduate applications direct to UTS (without late fee)

## November

- 14 Formal examinations begin

## December

- 2 Formal examinations end
- 19 Public school holidays begin
- 23 Release of Spring semester examination results

<sup>1</sup> Information is correct as at 5 November 1993. The University reserves the right to vary any information described in Principal Dates for 1994 without notice.

<sup>2</sup> HECS/postgraduate course fees will apply after the HECS Census Date.

## FACULTY OF SOCIAL SCIENCES

The Faculty of Social Sciences consists of two schools: Information Studies and Humanities.

The main Faculty Office is located at the Kuring-gai campus, with its Research Office located in the Bon Marche Building at the City campus. The School of Information Studies, which consists of the Department of Information Studies and the Communication Studies Unit, is located at the Kuring-gai campus. The School of Humanities, which consists of the Department of Journalism and Social Analysis and the Department of Text and Media Production and Studies, is located in the Bon Marche Building at the City campus.

### COURSES

In 1994 the Faculty of Social Sciences and its schools will be offering the following courses.

#### Faculty of Social Sciences

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

Master of Arts in Writing

Master of Arts (by thesis)

Doctor of Philosophy

Doctor of Creative Arts

#### School of Information Studies

Bachelor of Applied Science in Information Studies

Bachelor of Applied Science (Honours) in Information Studies

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

Graduate Certificate in Information Management

Graduate Certificate in Communication Management

Graduate Certificate in Public Relations

Graduate Diploma in Information Studies

Graduate Diploma in Communication Management

Graduate Diploma in Information/Teacher Librarianship

Master of Applied Science in Communication Management

Master of Applied Science in Information Studies

### **School of Humanities**

Bachelor of Arts in Communication

Bachelor of Arts in Social Science

Bachelor of Arts (Honours) in Communication

Bachelor of Arts (Honours) in Social Science

Graduate Certificate in Writing

Graduate Certificate in Writing for the Screen

Graduate Certificate in EEO Management

Graduate Diploma in Communication

Master of Arts in Journalism

Master of Arts in Applied History

Full particulars of these courses and their requirements are given in the sections relating to the Faculty and the respective Schools.

### **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' (Arthur Delbridge (ed), *Macquarie Dictionary*, 1987, 1301). 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. (More detailed guidelines are provided by the schools.) Useful manuals are the following:

*AGPS, Style Manual for Authors, Editors and Printers*, 4th ed. Canberra, 1988.

Turabian, Kate, L. *A Manual for Writers of Term Papers, Theses, and Dissertations*, Chicago, University of Chicago Press, 1987.

## FACULTY DEGREES

### Bachelor of Arts/Bachelor of Laws

The BALLB 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 240 credit points; 96 in arts and 144 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

In 1994, the program is offered only to current HSC applicants who attain the HSC TER mark required for entry. Students will also be accepted via the inpUTS scheme using inpUTS selection criteria. From 1995 Category B students will be selected on the basis of criteria to be approved by the Faculty Board in Law and Legal Practice and the Faculty Board in Social Sciences.

### 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 24 credit points in foundation studies; 48 credit points in a major study and 24 credit points in other

studies (with up to 12cp available from Faculties other than Social Sciences and Law and Legal Practice if desired).

2. Approximately 24 credit points 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	Elective Skill (2cp)
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)
71113	Insolvency (3cp)
70600	Skills: Pleadings (2cp)
70705	Skills: Litigation (4cp)
xxxxx	Major/Other Studies
xxxxx	Major/Other Studies

**Stage 8**

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

**Stage 9**

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

**Stage 10**

xxxxx	2 Elective Skills (4cp)
xxxxx	Major/Other Studies

**FOUNDATION STUDIES**

Students will take a total of 24 credit points with at least 5 credit points 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**

52001	History of Ideas (6cp)
52002	Politics and Political Institutions (6cp)
52003	Culture, History and Society (6cp)
54111	Social and Political Theory (6cp)
52011	Contemporary Australia (6cp)

**Group B**

55040	Information Science 1 (5cp)
56001	Communication 1 (5cp)
55010	Psychology (4cp)

**Group C**

54100	Word and Text (5cp)
54101	Sound and Image (5cp)
54102	Making Australia (5cp)
54103	Communication Environments (5cp)
54111	Social and Political Theory (6cp)

**MAJOR STUDY**

A major in the BALLB is a sequence of subjects to a total of at least 48 credit points, 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 6 credit points and a maximum of 12 credit points at Level 1; a minimum of 12 credit points at Level 2 and a minimum of 12 credit points 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 to be offered in the BA are:

- (i) Aboriginal Studies
- (ii) Social Political and Historical Studies
- (iii) Multicultural Studies
- (iv) Communication and Cultural Industries
- (v) Information
- (vi) Communication
- (vii) Cultural Studies

**(i) Aboriginal Studies**

Aims to provide an understanding of Aboriginal cultures and philosophies over a period of tens of thousands of years, both in 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 52001 History of Ideas (6cp) or 54111 Social and Political Theory (6cp) or 53102 Making Australia (5cp).

**Level I**

T5110	Aboriginal Cultures and Philosophies (8cp)
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**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)

**(ii) 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 critically to evaluate social and political events and processes; to provide opportunities for all graduates to develop the capacity to respond critically and creatively to their social, intellectual and professional environments.

Prerequisites are 52001 History of Ideas (6cp) or 52002 Politics and Political Institutions (6cp) or 53102 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 Social Issues in Health (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 Writing History (8cp)  
 54326 Social, Political and Historical Project (12cp)

**(iii) 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 52001 History of Ideas (6cp) or 52002 Politics and Political Institutions (6cp) or 53102 Making Australia (5cp) or 52003 Culture, History and Society (6cp).

**Level 1**

*one of*

- 54111 Social and Political Theory (6cp)  
 52011 Contemporary Australia (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 Religions (8cp)  
 54316 Power, Race and Ethnicity (8cp)  
 54321 Colonialism and Post-Colonialism (8cp)  
 54326 Social, Political and Historical Project (12cp)



#### (iv) Communication and Cultural Industries

Aims to provide opportunity to explore the community and government debates on control and use of new technologies in communication and technology-based industries; to become 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; to provide opportunity to explore particular dimensions of the communication and technology debate through focus 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 52001 History of Ideas (6cp) or 52002 Politics and Political Institutions (6cp) or 54111 Social and Political Theory (6cp) or 53102 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 Production (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)

#### (v) 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 opportu-

nity 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 in the literature; 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 55040 Information Science 1: Foundations of Information Science (5cp) and 55010 Psychology (4cp)

##### Level 1

55021 Producing and Analysing Data 1 (5cp)

55022 Producing and Analysing Data 2 (5cp)

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)

#### (vi) 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 in the literature and to provide students with opportunities to refine their intellectual and personal skills and to apply them in their scholarship in communication.

Prerequisites are 56001 Communication 1 (5cp).

##### Level 1

55021 Producing and Analysing Data 1 (5cp)

55022 Producing and Analysing Data 2 (5cp)

#### Level 2

56002 Communication 2: Group Communication (6cp)

56003 Communication 3: Organisational Communication (6cp)

54110 Media, Culture, Society (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)

#### (vii) 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 50100 Word and Text (6cp) or 50101 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 (8cp)

#### OTHER STUDIES

This part of the arts component is open to student choice as follows: a total of 24 credit points must be taken – up to 12 credit points 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)

21215 Management and Communication Skills (5cp)

55025 Computer Information Technology (4cp)

52027 Writing and Desktop Publishing (8cp)

51369 Technical and Professional Communication (6cp)

#### BACHELOR OF ARTS 'STAND-ALONE' DEGREE

To qualify for a 'stand-alone' Bachelor of Arts and a separate BA testamur, students will need to complete a total of 144 credit points made up as follows: foundation studies (24cp); two majors (48cp each); other studies, with up to 12cp allowable for LLB subjects, other than LLB 'skills' subjects (24cp).

## RESEARCH DEGREES

The Faculty offers four research degrees;  
 Master of Arts (by thesis) (HH52)  
 Master of Arts in Writing (HH57)  
 Doctor of Philosophy (HH54)  
 Doctor of Creative Arts (HH60).

Research degrees are undertaken wholly or mainly by thesis, and involve close individual supervision by a member of the academic staff in the Faculty. They are especially valuable for those people wishing to pursue an academic career, a research career, or an advanced level of professional practice. 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.

The Master of Arts (by thesis) is suitable for those who have an Honours degree or equivalent, and takes between one and 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. The Faculty has the capacity to supervise theses in the fields of communication and information policy, 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 changes slightly each year. For further information consult the Faculty's *Graduate Studies Information Sheet*.

### Master of Arts (by thesis) (HH52)

Course Coordinator: Professor Ann Curthoys, Faculty of Social Sciences  
 (Ms Susan Edwards, School of Information Studies, Research Coordinator)

#### 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 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. Subjects at Honours and coursework 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 (HH57)

Course Coordinator: Ms Glenda Adams,  
 School of Humanities

#### 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 coursework component (textual theory plus production or studies electives) and a thesis component. The thesis is a book-length piece of creative writing in any literary genre.

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.

### **Doctor of Philosophy (HH54)**

Course Coordinator: Professor Ann Curthoys, Faculty of Social Sciences

#### **SUBJECT NUMBERS FOR ENROLMENT**

- 51987 Doctoral Project (Humanities) P/T  
51988 Doctoral Project (Humanities) F/T  
57987 Doctoral Project (Information Studies) P/T  
57988 Doctoral Project (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 (HH60)**

Course Coordinator: Professor Stephen Muecke, School of Humanities

#### **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 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's Research Degrees Committee.

### **SCHOLARSHIPS**

There are three types of postgraduate research awards available: the Australian Postgraduate Research Award, the University Doctoral Research Scholarship and the RL Werner Postgraduate Research Scholarship. Application forms are available in August 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 of the Tower Building, City campus or by telephoning 330 1521.

## **SCHOOL OF INFORMATION STUDIES**

### **STATEMENT OF PURPOSE**

The School of Information Studies aims to create, extend and apply knowledge in the related disciplines of communication studies and information science through research, teaching, consultancy and service to the community. The emphasis in communication studies is on the creation or construction of meaning in interpersonal, group, organisation and public contexts. Information science involves analysis, synthesis and investigation of the theories, models, generalisations and concepts which underpin the provision of information to people who use it.

The School maintains close contact with its graduates and the professions through a School Advisory Committee.

### **COURSES OFFERED BY THE SCHOOL OF INFORMATION STUDIES**

**Bachelor of Applied Science in Information Studies:** a three-year degree course which provides education for information professionals engaged in the collection, storage, processing, restructuring, repackaging and dissemination of information.

**Bachelor of Applied Science (Honours) in Information Studies:** a one-year course designed for students who wish to pursue research in information science or communication studies.

**Bachelor of Education in Teacher Librarianship:** a four-year course offered jointly with the School of Teacher Education and designed to provide a dual qualification in Teacher Librarianship and Primary Teaching.

**Graduate Certificate in Information Management:** a one-year part-time Graduate Certificate course introduced in 1991 for persons with a degree or diploma, or people who have extensive work experience.

**Graduate Certificate in Communication Management:** a one-year part-time Graduate Certificate course introduced in 1992 for persons with a degree or diploma, or people who have extensive work experience.



**Graduate Certificate in Public Relations:** a one-year part-time Graduate Certificate course introduced in 1992 for persons with a degree or diploma, or people who have extensive work experience.

**Graduate Diploma in Information Studies:** a one-year Graduate Diploma course in information studies introduced in 1989 for persons with 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 sciences. One focus of the course is the process of developing and delivering information products or services.

**Graduate Diploma in Communication Management:** a two-year part-time Graduate Diploma course introduced in 1983 for persons with a degree or diploma (as defined by the Australian Council on Tertiary Awards). Specialisations in public relations and development are offered.

**Graduate Diploma in Information/Teacher Librarianship:** a one-year graduate diploma course in library and information studies introduced in 1989 with special emphasis on teacher librarianship for persons with a diploma (as defined by the Australian Council on Tertiary Awards), or a university degree, in a discipline other than library or information science, and a recognised teaching qualification, and evidence of successful teaching experience.

**Master of Applied Science in Communication Management:** a three-year part-time coursework Master's degree course in communication management which focuses on various aspects of communication in organisations and a range of communication research methodologies, culminating in a project.

**Master of Applied Science in Information Studies:** a four-year part-time coursework Master's degree in information science which caters to the needs of information professionals in a wide variety of settings. The course involves advanced studies in relation to the restructuring and consolidation of information and the conceptual underpinnings of information science.

## UNDERGRADUATE COURSES

### Bachelor of Applied Science in Information Studies (HLI0)

Pre-1993 enrolment

Course Coordinator: Jan Houghton

Students enrolled prior to 1993 who were on leave during 1993 should consult the Course Coordinator regarding the possibility of transferring to the revised course.

The Bachelor of Applied Science in Information Studies program provides education for information professionals who will be engaged in the collection, storage, processing and dissemination of information. This program normally will involve three years full-time study or five or six years part-time study.

### STRUCTURE OF THE COURSE

The course includes a required studies component, incorporating contextual, major, minor, skills and professional studies, and an elective studies component.

#### Required studies

##### Contextual studies

55110 The Information Environment (4cp)

##### Required major study

55120 Information Science 1 (6cp)

55220 Information Science 2 (6cp)

55320 Information Science 3 (6cp)

55420 Information Science 4 (6cp)

55520 Information Science 5 (6cp)

55620 Information Science 6 (8cp)

##### Minor (supporting) studies

56100 Introduction to Communication (4cp)

55126 Psychology (4cp)

51103 Work, Organisation and Society (4cp)

##### Minor (disciplinary) studies

##### Communication studies

56111 Communication 1: Interpersonal Communication (4cp)

56414 Communication 4A: Organisational Communication (4cp)

56314 Communication 3A: Communication in Small Groups (4cp)

or

56514 Communication 5A: Mass Communication (4cp)

or

### Computer Information Systems

- 31520 CIS 2: Introduction to Computer Systems (4cp)  
 31530 CIS 3: Software Engineering (4cp)  
 31560 CIS 6: Database Design (4cp)

or

### Organisational studies

- 21125 Australian Business Environment (5cp)  
 21130 Organisational Behaviour (5cp)  
**and one of**  
 21131 Operations Management (5cp)  
 21210 Business and Government (5cp)  
 21306 Employment Relations (5cp)  
 21221 Organisation Design and Change (5cp)  
 21613 Contemporary Management Practices (5cp)

### Skills units

- 55415 Administrative Techniques in Information Provision (4cp)  
 55125 CIS 1: Introduction to Information Systems (4cp)  
 55303 Research Methods 1 (4cp)  
 55202 Statistics 1 (4cp)  
 55218 Techniques for Information Production (4cp)

### Professional studies

- 55119 Professional Studies 1 (4cp)  
 55219 Professional Studies 2 (4cp)  
 55319 Professional Studies 3 (6cp)  
 55419 Professional Studies 4 (8cp)

### Elective studies

#### Category A

Category A students choose a total of nine subjects. At least one subject must be chosen from each group, with a maximum of three subjects only from Group 2 – Target group studies. A minimum of six subjects must be taken from Groups 1 and 2.

#### Group 1

- 55510 Information Collection Management (4cp)  
 31540 CIS 4: Information Systems Design 1 (4cp)  
 31570 CIS 7: Information Systems Design 2 (4cp)  
 55515 Management for Information Provision (4cp)  
 21608 Marketing for Information Provision (6cp)  
 55418 Information Dissemination (4cp)

- 55403 Research Methods 2 (4cp)  
 55302 Statistics 2 (4cp)  
 56105 Video Production (4cp)  
 55310 Subject Information Resources (4cp)  
 55511 Records Management (4cp)  
 55222 Bibliographic Control (4cp)  
 55311 Indexing (4cp)  
 55221 Publishing (4cp)

#### Group 2 – Target Group studies

- 55601 Business (4cp)  
 55602 Children/Young Adult (4cp)  
 55603 Education (4cp)  
 55604 Ethnic Communities (4cp)  
 55605 Government (4cp)  
 55606 Health (4cp)  
 55607 Recreation (4cp)  
 55608 Welfare (4cp)

#### Category B

Category B: Elective sequence in communication. Students keen to develop their communication skills can choose one of two sequences: an elective major or a minor disciplinary study with electives.

#### Elective major in Communication studies

This consists of four common units:

- 56111 Communication 1: Interpersonal Communication (4cp)  
 56314 Communication 3A: Communication in Small Groups (4cp)  
 56414 Communication 4A: Organisational Communication (4cp)  
 56514 Communication 5A: Mass Communication (4cp)

Followed by an elective sequence of two more subjects:

**either**

- 56116 Introduction to Public Relations (4cp)  
 56216 Public Relations Practice (4cp)

**or**

- 56604 Advertising and Media Management (4cp)  
 K36408 Marketing for Information Provision (4cp)

#### Minor disciplinary study plus electives

This begins with the following subjects:

- 56111 Communication 1: Interpersonal Communication (4cp)  
 56414 Communication 4A: Organisational Communication (4cp)  
 56314 Communication 3A: Communication in Small Groups (4cp)

**or**

56514 Communication 5A: Mass Communication (4cp)

Followed by three electives such as:

56604 Advertising and Media Management (4cp)

56116 Introduction to Public Relations (4cp)

56216 Public Relations Practice (4cp)

Elective major in Computer Information Systems

Elective major in Computer Information Systems is taught by the School of Computing Sciences and consists of

31520 CIS 2: Introduction to Computer Systems (4cp)

31530 CIS 3: Software Engineering (4cp)

31540 CIS 4: Information Systems Design 1 (4cp)

31550 CIS 5: Commercial Systems (4cp)

31560 CIS 6: Database Design (4cp)

31570 CIS 7: Information Systems Design 2 (4cp)

31580 CIS 8: Data Communications (4cp)

#### AWARD OF THE DEGREE

1. In order to qualify for the award of Bachelor of Applied Science in Information Studies a student must complete 144 credit points consisting of four credit points in contextual studies; 38 credit points in the major study; 12 credit points in minor disciplinary study; 12 credit points in minor supporting studies; 22 credit points in professional studies; 20 credit points in skills subjects; and 36 credit points in elective studies of which a minimum of 24 credit points must be from subjects listed in Groups 1 and 2 of the list of electives.
2. A student who fails in a subject must repeat it in a later semester or take another subject 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 normal time for the completion of all the requirements of 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.

#### TYPICAL FULL-TIME PROGRAM

##### Semester 1

55110 The Information Environment (4cp)

55120 Information Science 1 (6cp)

55126 Psychology (4cp)

51103 Work, Organisation and Society (4cp)

56110 Introduction to Communication (4cp)

55125 Introduction to Information Systems (4cp)

##### Semester 2

55220 Information Science 2 (6cp)

55119 Professional Studies 1 (4cp)

55218 Techniques for Information Production (4cp)

55202 Statistics 1 (4cp)  
Minor (disciplinary) study<sup>1</sup>

or

Elective major (4cp)

##### Semester 3

55320 Information Science 3 (6cp)

55219 Professional Studies 2 (4cp)

55303 Research Methods 1 (4cp)  
Elective<sup>2</sup> (4cp)  
Minor (disciplinary) study<sup>1</sup>

or

Elective major (4cp)

##### Semester 4

55420 Information Science 4 (6cp)

55415 Administrative Techniques in Information Provision (4cp)  
Elective<sup>2</sup> (4cp)  
Elective<sup>2</sup> (4cp)  
Minor (disciplinary) study<sup>1</sup>

or

Elective major (4cp)

##### Semester 5

55520 Information Science 5 (6cp)

55319 Professional Studies 3 (6cp)

Elective<sup>2</sup> (4cp)  
Elective<sup>2</sup> (4cp)  
Minor (disciplinary) study<sup>1</sup>

or

Elective major (4cp)

##### Semester 6

55620 Information Science 6 (8cp)

55419 Professional Studies 4 (8cp)  
Elective<sup>2</sup> (4cp)  
Elective<sup>2</sup> (4cp)  
Elective major (4cp)

<sup>1</sup> Students must complete 12cp of Minor (disciplinary) studies.

<sup>2</sup> Students must complete 36cp of elective study ensuring that the normal prerequisites are observed.

### TYPICAL PART-TIME PROGRAM

#### Semester 1

55110	The Information Environment (4cp)
55120	Information Science 1 (6cp)
55126	Psychology (4cp)

#### Semester 2

55220	Information Science 2 (6cp)
51103	Work, Organisation and Society (4cp)

#### Semester 3

55320	Information Science 3 (6cp)
56110	Introduction to Communication (4cp)
55125	Introduction to Information Systems (4cp)

#### Semester 4

55420	Information Science 4 (6cp)
55218	Techniques for Information Production (4cp)

#### Semester 5

55520	Information Science 5 (6cp)
	Elective <sup>2</sup> (4cp)

#### Semester 6

55620	Information Science 6 (8cp)
55202	Statistics 1 (4cp)
	Minor (disciplinary) study <sup>1</sup>

or

Elective Major (4cp)

#### Semester 7

	Elective <sup>2</sup> (4cp)
	Elective <sup>2</sup> (4cp)
	Minor (disciplinary) study <sup>1</sup>

or

Elective major (4cp)

#### Semester 8

55119	Professional Studies 1 (4cp)
	Elective <sup>2</sup> (4cp)
	Minor (disciplinary) study <sup>1</sup>

or

Elective Major <sup>2</sup> (4cp)

#### Semester 9

55219	Professional Studies 2 (4cp)
55303	Research Methods 1 (4cp)
	Minor (disciplinary) study <sup>1</sup>

or

Elective Major (4cp)

#### Semester 10

55415	Administrative Techniques in Information Provision (4cp)
-------	--

Elective <sup>2</sup> (4cp)

Elective <sup>2</sup> (4cp)

#### Semester 11

55319	Professional Studies 3 (6cp)
	Elective <sup>2</sup> (4cp)

#### Semester 12

55419	Professional Studies 4 (8cp)
	Elective <sup>2</sup> (4cp)

<sup>1</sup> Students must complete 12 credit points of Minor (disciplinary) studies.

<sup>2</sup> Students must complete 36 credit points of electives ensuring that the normal prerequisites are observed.

### Bachelor of Applied Science in Information Studies (HL10)

Offered from 1993

Course Coordinator: Jan Houghton

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 systems. 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 automatically 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 School of Information Studies.

#### 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 144 credit points of study consisting of 100 credit points allocated to compulsory subjects and at least 44 credit points 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 144 credit points is allocated to the course: 100 credit points of which are for compulsory subjects, with a minimum of 44 credit points 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)       |
| 55022 | Producing and Analysing Data 2 (5cp)       |
| 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) |

##### Disciplinary studies

- |       |                             |
|-------|-----------------------------|
| 55040 | Information Science 1 (5cp) |
| 55041 | Information Science 2 (6cp) |
| 55042 | Information Science 3 (6cp) |
| 55043 | Information Science 4 (6cp) |
| 55044 | Information Science 5 (6cp) |
| 56001 | Communication 1 (5cp)       |

#### Major study

- |       |   |
|-------|---|
| 55025 | Computer Information Technology 1 (4cp) |
|-------|---|

#### Elective component

Elective component may consist of disciplinary studies subjects or elective subjects.

#### Disciplinary studies

- |       |   |
|-------|---|
| 55045 | Information Science 6: Theories and Issues in Information Science (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)

Those offered through School of Information Studies

- |       |   |
|-------|---|
| 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)

Those offered by other faculties

- 31571 Management Information Systems  
 (School of Computing Sciences)  
 (6cp)  
 21608 Marketing for Information Provi-  
 sion (School of Management) (6cp)  
 Unspecified subjects (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 sequences 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

#### Semester 1

- 55040 Information Science 1 (5cp)  
 56001 Communication 1 (5cp)  
 55023 Communication and Information  
 Skills( 4cp)  
 55025 Computer Information Technology  
 1 (4cp)  
 51103 Work, Organisation and Society  
 (4cp)

#### Semester 2

- 55041 Information Science 2 (6cp)  
 55030 Professional Studies 1 (4cp)  
 55021 Producing and Analysing Data 1  
 (5cp)  
 55010 Psychology (4cp)  
 55024 Information Production (6cp)

#### Semester 3

- 55042 Information Science 3 (6cp)  
 55031 Professional Studies 2 (6cp)  
 56002 Communication 2 (6cp)  
 or  
 31521 Computer Information Technology  
 2 (6cp)  
 55022 Producing and Analysing Data 2  
 (5cp)

#### Semester 4

- 55043 Information Science 4 (6cp)  
 55020 Administrative Practices (6cp)  
 56003 Communication 3 (6cp)  
 or  
 31531 Computer Information Technology  
 3 (6cp)  
 56004 Communication 4 (6cp)  
 or  
 31541 Computer Information Technology  
 4 (6cp)

#### Semester 5

- 55044 Information Science 5 (6cp)  
 55032 Professional Studies 3 (8cp)  
 56005 Communication 5 (6cp)  
 or  
 31551 Computer Information Technology  
 5 (6cp)  
 or  
 Elective (6cp)  
 31561 Computer Information Technology  
 6 (6cp)  
 or  
 Elective (6cp)

#### Semester 6

- 55045 Information Science 6 (8cp)

or

Elective (6cp)

56006 Communication 6 (8cp)

or

Elective (6cp)

55033 Professional Studies 4 (10cp)

### TYPICAL PART-TIME PROGRAM

#### Semester I

55040 Information Science 1 (5cp)

55023 Communication and Information Skills (4cp)

51103 Work, Organisation and Society (4cp)

#### Semester 2

55021 Producing and Analysing Data 1 (5cp)

55010 Psychology (4cp)

#### Semester 3

55022 Producing and Analysing Data 2 (5cp)

55025 Computer Information Technology 1 (4cp)

56001 Communication 1 (5cp)

#### Semester 4

55041 Information Science 2 (6cp)

55030 Professional Studies 1 (4cp)

#### Semester 5

55042 Information Science 3 (6cp)

56002 Communication 2 (6cp)

or

31521 Computer Information Technology 2 (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 (6cp)

or

31531 Computer Information Technology 3 (6cp)

56004 Communication 4 (6cp)

31541 Computer Information Technology 4 (6cp)

#### Semester 9

55031 Professional Studies 2 (6cp)

56005 Communication 5 (6cp)

or

31551 Computer Information Technology 5 (6cp)

or

Elective (6cp)

#### Semester 10

55045 Information Science 6 (8cp)

or

Elective (6cp)

56006 Communication 6 (8cp)

or

31561 Computer Information Technology 6 (6cp)

#### Semester 11

55032 Professional Studies 3 (8cp)

Elective (6cp)

#### Semester 12

55033 Professional Studies 4 (10cp)

### Bachelor of Education in Teacher Librarianship (TEI4)

Course Coordinator: Ross Todd

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 I

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)<sup>1</sup>

**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'd)  
 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)<sup>1</sup>  
 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'd)  
 Elective study major – Subject 3 (4cp)

**Semester 5**

- 55105 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)<sup>1</sup>  
 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'd)  
 Elective study major – Subject 5 (4cp)

**Semester 7**

- 55108 Practicum 7 (5cp)<sup>1</sup>  
 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)<sup>1</sup>  
 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'd)  
 55439 Issues in Teacher Librarianship 4 (cont'd)  
 General Elective (4cp)

<sup>1</sup> Denotes year-long course.

## **Bachelor of Applied Science (Honours) in Information Studies (HLII)**

Course Coordinator: Jan Houghton

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 students' knowledge of the theoretical foundations of information science; and by developing students' 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; they have achieved a grade average of credit or better in an information science major in Years 2 and 3 full-time or equivalent; and they have achieved pass grades in basic statistics and research methods subjects.

## COURSE STRUCTURE

Credit point values are shown in brackets.

### Semester 1

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

### Semester 2

55785	Information Science Thesis (24cp)
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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

## 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

#### Bachelor of Business

##### Information Management<sup>1</sup>

Information Management sub-major in Bachelor of Business (at least 25cp)

- 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 Management 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 Studies<sup>1</sup>

Communication sub-major (at least 25cp)

- 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 Bachelor (at least 20cp)

- 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)

<sup>1</sup> Availability of subjects depends on student  
demand.

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

Elective subjects

- 55090 Publishing (6cp)  
56001 Communication 1: Foundations of  
Communication (5cp)  
56007 Public Relations Principles (4cp)  
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 EDUCATION**

### **Bachelor of Education**

Electives

- 56802 Communication and Media Studies  
in Education (2cp)

- 56901 Human Communication (6cp)  
56902 Mass Media in Education (6cp)  
56903 Video in Education (6cp)  
56904 Communication in the Education  
Environment (3cp)  
55090 Publishing (6cp)

## **FACULTY OF MATHEMATICAL AND COMPUTING SCIENCES**

### **Bachelor of Applied Science (Computing Sciences)**

Sub-major in Information Studies (total  
24cp)

**Core**

- 55040 Information Science 1: Foundations  
of Information Science (5cp)  
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)  
55024 Information Production (6cp)  
55075 Information Resources and  
Collections (6cp)  
55010 Psychology (4cp)  
51103 Work Organisation and Society  
(4cp)  
55023 Communication and Information  
Skills (4cp)  
56010 Video Production (6cp)  
55090 Publishing (6cp)

Sub-major in Communication Studies (total  
24cp)

**Core**

- 56001 Communication 1: Foundations of  
Communication (5cp)  
56002 Communication 2: Group Commu-  
nication (6cp)

*plus one of the following groups of subjects*

- 56003 Communication 3: Organisational  
Communication (6cp)  
56004 Communication 4: Public  
Communication (6cp)  
56008 Public Relations Practice (6cp)  
56007 Public Relations Principles (6cp)  
55010 Psychology (4cp)  
51103 Work Organisation and Society  
(4cp)  
55023 Communication and Information  
Skills (4cp)  
56010 Video Production (6cp)  
55090 Publishing (6cp)

## POSTGRADUATE COURSES

The School of Information Studies offers Graduate Certificate, Graduate Diploma and coursework Master's degrees. For information about research degrees at Master's and Doctoral (PhD) level please refer to Research Degrees section.

### GRADUATE CERTIFICATES

Three Graduate Certificate courses are offered in the School of Information Studies on the Kuring-gai campus. These courses, for which a fee is charged, are designed for busy professionals who cannot afford to allow their knowledge to become outdated and who do not have the time to take a prolonged period of study at this stage.

As well as practitioners seeking specialised training, the Graduate Certificate courses cater for students with the potential to master skills and management training before taking a first job as a staff professional.

Each Graduate Certificate course consists of four subjects (24cp), and students can expect to attend classes for two three-hour sessions over two 14-week semesters.

Emphasis is placed on creating a stimulating learning environment: teaching occurs in small group workshop situations; assessment is progressive by assignments and students have considerable autonomy as 'adult learners' with prior academic training and professional work experience.

Assignments and projects can be directly related to students' work situations. Emphasis is placed on utilising examples from students' work situations. Speakers from various organisations are invited to lead some sessions.

Applicants for these programs will normally have a degree or equivalent qualification. A number of places may be available to applicants with post-secondary qualifications who can provide evidence of a capacity to complete a graduate certificate program. Students are expected to have work experience in a relevant area in a public, private or community sector organisation.

#### Award of the Graduate Certificate

In order to qualify for the award of Graduate Certificate a student must satisfactorily complete four subjects (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).

### Graduate Certificate in Public Relations (HL54)

Course Coordinator: Gael Walker

This program provides professional education for people responsible for public relations in public or private organisations or consultancies. It focuses on the management of the public relations function in organisations and places students in a problem-solving environment in which public relations problems can be analysed and discussed.

As well as these management and decision-making skills, this program develops advanced competencies in all areas of communication needed for successful public relations. At the end of the course students are encouraged and assisted to complete the Accreditation Examination of the Public Relations Institute of Australia.

#### COURSE STRUCTURE

##### Semester 1

- |       |                                |
|-------|--------------------------------|
| 56741 | Managerial Communication (6cp) |
| 56742 | Applied Public Relations (6cp) |

##### Semester 2

- |       |                                    |
|-------|------------------------------------|
| 56740 | Managing Communication Media (6cp) |
| 56744 | Public Relations Management (6cp)  |

### Graduate Certificate in Communication Management (HL53)

Course Coordinator: Gael Walker

Communication management is increasingly being recognised as an essential element in achieving workplace goals in both the public and private sector. The effective communication manager displays understanding and skills in managing relationships, processes and communication technologies. This program provides students with an introduction to the management of communication processes and resources. It is particularly useful for those currently working in the fields of publica-

tions and human resource development, or those who work closely with or manage other people. The course provides students with the opportunity to develop expertise in communication studies across a full spectrum of contexts including interpersonal, group, organisational and mass communication.

There are four subjects in this course:

56741 Managerial Communication (6cp) is compulsory

Students choose three of the following subjects:

- 56740 Managing Communication Media (6cp)
- 56743 Mass Communication Analysis (6cp)
- 56748 Communication in the Group Context (6cp)
- 56749 Issues in Organisational Communication (6cp)

## COURSE STRUCTURE

### Semester 1

- 56741 Managerial Communication (6cp)  
Elective (6cp)

### Semester 2

- Elective (6cp)
- Elective (6cp)

## Graduate Certificate in Information Management (HL52)

Course Coordinator: Susan Edwards

The Graduate Certificate in Information Management is designed for managers who have particular responsibilities for information handling in organisations. The course is the equivalent of two semesters part-time study.

## COURSE STRUCTURE

### Semester 1

- 55744 Information Technology (6cp)
- 56741 Managerial Communication (6cp)

### Semester 2

- 21770 Organisational Analysis and Management (6cp)
- 55745 Information Management (6cp)

All four units are compulsory.

## Graduate Diploma in Information Studies (HL50)

Course Coordinator: Harry Bruce

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 or 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**


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55851	Information Presentation (4cp)
55853	Research and Quantitative Methods (5cp)
55755	Management of Information Provisions (4cp)
55854	Information Consolidation (14cp)

**TYPICAL PART-TIME PROGRAM****Semester 1**


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55751	Foundation Information Studies (3cp)
55754	User Analysis (4cp)
55855	Information and Document Retrieval (6cp)

**Semester 2**


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55756	Producing Information (4cp)
55755	Management of Information Provision (4cp)
55853	Research and Quantitative Methods (5cp)

**Semester 3**


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55851	Information Presentation (4cp)
55753	Subject Analysis (4cp)

**Semester 4**


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55854	Information Consolidation (14cp)
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**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 48 credit points, consisting of Information Studies (21cp), Technical Studies (13cp), 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. In accordance with Rule 3.2.6.2, dissatisfaction with a student's progress is 'double failure in any subject'.

**Graduate Diploma in Information/Teacher Librarianship (HL51)**

Course Coordinator: Harry Bruce

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 process of evaluating and modifying information from relevant sources in order to provide defined groups of information users, eg, students, teachers with new information products and services. These principles are applied to the education environment area of subject expertise of the student.

**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)
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**TYPICAL FULL-TIME PROGRAM****Semester 1**


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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**


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55851	Information Presentation (4cp)
55853	Research and Quantitative Methods (5cp)
55857	Information Services in Schools: Management (3cp)
55854	Information Consolidation (14cp)

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**TYPICAL PART-TIME PROGRAM****Semester 1**


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55856	Information Services in Schools: Curriculum (4cp)
55754	User Analysis (4cp)
55855	Information and Document Retrieval (6cp)

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**Semester 2**


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55756	Producing Information (4cp)
55853	Research and Quantitative Methods (5cp)
55857	Information Services in Schools: Management (3cp)

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**Semester 3**


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55851	Information Presentation (4cp)
55753	Subject Analysis (4cp)

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**Semester 4**


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55854	Information Consolidation (14cp)
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**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 48 credit points 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. 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  
(HL6I)**

Course Coordinator: Gael Walker

The Graduate Diploma in Communication Management has been designed to extend the professional competency of people located in diverse occupational settings and who are 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 intrapersonal, 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 (eg, 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 (eg, 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 an interview 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 manage-

ment and at least five years prior experience leading to that position, in either the public or private sector (eg, 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)
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### Semester 2

56748	Communication in the Group Context (6cp)
56746	Managing Human Resource Development (6cp)

or

56744	Public Relations Management (6cp)
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### Semester 3

56749	Issues in Organisational Communication (6cp)
56747	Issues in Human Resource Development (6cp)

or

56742	Applied Public Relations (6cp)
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**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 (4 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 48 credit points 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'.

**Master of Applied Science in Information Studies (HL70)**

Course Coordinator: Assoc Professor Barbara Poston-Anderson

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 the graduate's own personal and professional value system and its impact 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 (eg, Bachelor's degree and further academic or professional experience), and have completed substantial study in the field of information studies or a related field, for example, 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 focus 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<sup>1</sup> (8cp)

#### Project

- 55973 Information Science Project (16cp)

<sup>1</sup> 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 eight credit points 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 (4cp)

#### Semester 2

- 55971 Information Science (8cp)  
55972 Research and Quantitative Methods (cont'd) (4cp)

#### Semester 3

- 55973 Information Science Project (8cp)  
Elective (8cp)

#### Semester 4

- 55973 Project (cont'd) (8cp)

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 48 credit points. 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. In accordance with Rule 3.3.7.2, dissatisfaction with a student's progress is 'double failure in any subject'.

## **Master of Applied Science in Communication Management (HL7I)**

Course Coordinator: Dr John Carr

The course is designed to provide for the professional and scholarly development of those interested in the broad field of communication management. The field of communication management is a broad and developing area 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 72 credit points 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) In accordance with Rule 3.3.7.2, dissatisfaction with a student's progress is 'double failure in any subject'.

## SCHOOL OF HUMANITIES

### UNDERGRADUATE AND POSTGRADUATE COURSES

The School offers a Bachelor of Arts in Communication (see page 35), a Bachelor of Arts in Social Science (see page 70), a Bachelor of Arts (Honours) in Communication (see page 75) and a Bachelor of Arts (Honours) in Social Science (see page 76). The School also offers graduate programs in Communication (GradDip), Applied History (MA), and Journalism (MA). From 1994 it will also offer new fee-paying Graduate Certificates.

### THE SCHOOL ASSEMBLY

The major forum of the school is the School Assembly. In this School, all students and staff are members.

The Assembly can discuss and make resolutions on any educational matter of relevance to the School's work. Its resolutions go to the School Board or to the Head of School. It normally meets twice a semester, or as it determines, in such a way that it can discuss matters of substance before they come to the School Board.

### 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 School 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 School 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 School, 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 School. The School will implement and develop links with high schools in the region.

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

The School 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

The School has a working party on Aboriginal studies which is currently reviewing courses and strategies. Aboriginal perspectives and issues affecting Aboriginal people are covered in both BA degrees and in the Graduate Diploma. Increasing numbers of Aboriginal students and increasing interest from non-Aboriginal students in issues of Aboriginal culture, policy, and politics has led to an assessment of how students can concentrate on Aboriginal studies as part of their degree. The School is participating in the establishment of the UTS Aboriginal Studies program, and in 1994 will offer a major in Aboriginal Studies to students in the BA (Comm), BA (Soc Sci) and BALLB.

### 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 on Level 18 of the 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 non-English speaking background students, is available to students from other schools/faculties.

## DISADVANTAGED ACCESS

The School is an active supporter of access for students who would normally find it difficult to participate in a BA degree through conventional avenues. Thus the School 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 School and successfully complete the degree. Additionally, under the University's *inPITS* scheme, the School allocates up to ten per cent of first-year places to HSC leavers and mature-aged 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 School 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 Centre is situated on Level 2 of the Tower Building and in the Bon Marche Building. It provides support for the teaching of courses which have a technical component (eg, 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. A pool of equipment is available generally to all

School members. For advice as to what is available to students, consult the Equipment Store Manager on 330 1044 (office hours).

## Decision making

Each area associated with the Media Centre holds regular monthly meetings. Teaching and support staff attend and student participation is welcome. These meetings deal with ongoing questions such as maintenance requirements, special needs for particular courses, etc. They also function later in the year as a forum for preparing course budgets and proposals for equipment purchases for the following year. Course lecturers arrange for forums where wider questions arise, such as changes to courses.

## PORTABLE EQUIPMENT STORE

Bon Marche, Room 102, Telephone 330 1044.

### Store Hours:

Monday to Friday      8.30 am, to at least  
6 pm, closed over  
lunchtime.

Non-Teaching Weeks    Opens later, closes  
earlier.

## Conditions of borrowing equipment

1. The borrower has ensured that the Loan Record correctly states the condition of the assets received, and the place/s at which the asset/s will be stored by the borrower.
2. i) The borrower will not place asset/s in the care of any third party, except in those instances where s/he has obtained prior written approval from the Media Centre Director to do so.  
  
ii) Where such approval has been given, a record shall be made of the condition of the asset/s at the time of their passing from the care of the borrower to the care of the third party, and this record is to be signed by the borrower and the third party and returned with the asset/s at the time and date specified on the Loan Record.
3. The borrower will not store asset/s in any vehicle, excepting only as required to transport the asset/s between the University, recording location/s and storage location/s.



4. The borrower will protect the asset/s from damage, and in particular from damage arising from exposure to dust, sand, water and extremes of temperature.
5. The borrower will not use the asset/s for marine or aerial recording or filming, or in stunts or other hazardous situations, without prior approval from the Media Centre Director.
6. No other field service other than routine, ie, changing lamps or cleaning heads, is to be attempted while the equipment is in possession of a student. **No electrical repairs are to be undertaken by students or unauthorised persons, under any circumstances.**
7. i) The borrower will return the asset/s by the date and time specified on the Loan Record.  
 ii) Where the borrower is unable to comply, s/he will seek an extension within a reasonable period before the expiry of the loan.
8. The borrower will report any malfunction of, damage to, or loss of asset/s to Equipment Managers no later than the expiry of the loan.
9. On discovery of theft of asset/s, the borrower will immediately report the theft to the University's Security staff, by phoning **330 1192**; as soon as possible report the theft to the nearest police station; and provide the University's Security staff with particulars of the police station, the officer to whom the report was made, and time and date of the report.
10. All lights are to be used with the accompanying earth leakage protected power board, according to the supplied instructions.

## 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 in 1993 included readings, seminars, workshops, guest speakers, and the editing and publication of an anthology of UTS writers' work. The group also ran 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.

Screenings are held on the second Wednesday of every month at the AFI Cinema, Paddington. Write to: PO Box 522, Paddington NSW 2021.

## UNDERGRADUATE COURSES

### Bachelor of Arts in Communication (HH02)

1994 Enrolment

Course Coordinator: To be advised

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.

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 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;
- 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.

To be eligible for the award of the degree, students are required to complete 144 credit points of approved studies. One major will be broadly defined as 'Production', the other as 'Studies'.

Entry to a major will normally require successful completion of 24 credit points at Stage 1 (first half of level 100), and the 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 38 credit points of approved study, of which 8 credit points must be taken at 200 level and 16 credit points must be taken at the 300 level. Students may take up to 60 credit points in Production subjects or 82 credit points 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 School 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 School.

Another 12cp of 100 Level Stage 2 subjects may be taken during your degree if you wish — making a total 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)
- 54112 Cultural Studies (Cultural Studies major) (6cp)
- 54111 Social and Political Theory (Social, Political and Historical Studies major) (6cp)

*Production majors*

- 54116 Audiovisual Media Production (Communication, Sound, Image major) (6cp)
- 54115 Film and Video 1 (Film, Video, TV major) (6cp)
- 54117 Journalism 1 (Journalism major) (6cp)
- 54114 Writing 1 (Writing and Performance 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&4

Production – at least 8cp  
Studies – at least 8cp

**300 Level (48cp)**Stages 5&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

**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 School 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 44 credit points 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 School, 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 Study Across Majors**

<b>Level 100</b>	<b>Stage 1</b>	<b>Sound &amp; Image</b> 5cp	<b>Making Australia</b> 5cp	<b>Commun'n Environ'ts</b> 5cp	<b>Word &amp; Text</b> 5cp	<b>Computers &amp; C'tion</b> 4cp
<b>Compulsory 24cp</b>						
	<b>Stage 2</b>					
<b>Min.-24cp</b> <b>Max.-36cp</b>		<b>Production Major</b> eg. Writing 1 6cp	<b>Studies Major</b> eg Cultural Studies 6cp	<b>Production Major</b> eg F& V1 6cp	<b>Studies Major</b> eg Soc. & Pol Theory-6cp	
<b>Level 200</b>	<b>Stage 3/4</b>	<b>Production Major</b> Min.-8cp Max.-16cp	<b>Studies Major</b> Min.-8cp Max.-16cp	<b>Production Major</b> Max.-16cp	<b>Studies Major</b> Max.-16cp	
	<b>Min.-16cp</b> <b>Max.-64cp</b>					
<b>Level 300</b>	<b>Stage 5/6</b>	<b>Production Major</b> Min.-16cp Max.-24cp	<b>Studies Major</b> Min.-16cp Max.-24cp			
	<b>Min.- 32cp</b> <b>Max.-80cp</b>					
		<b>Min. Total in Production Major-38cp</b>	<b>Min. Total in Studies Major-38cp</b>	<b>Max. Total in 2nd Production Major-22cp</b>	<b>Max. Total in 2nd Studies Major-22cp</b>	
		<b>Maximum production units in this option is 60cp.</b>				

DIAGRAM B

• **Maximum Production cps in One Production Major**

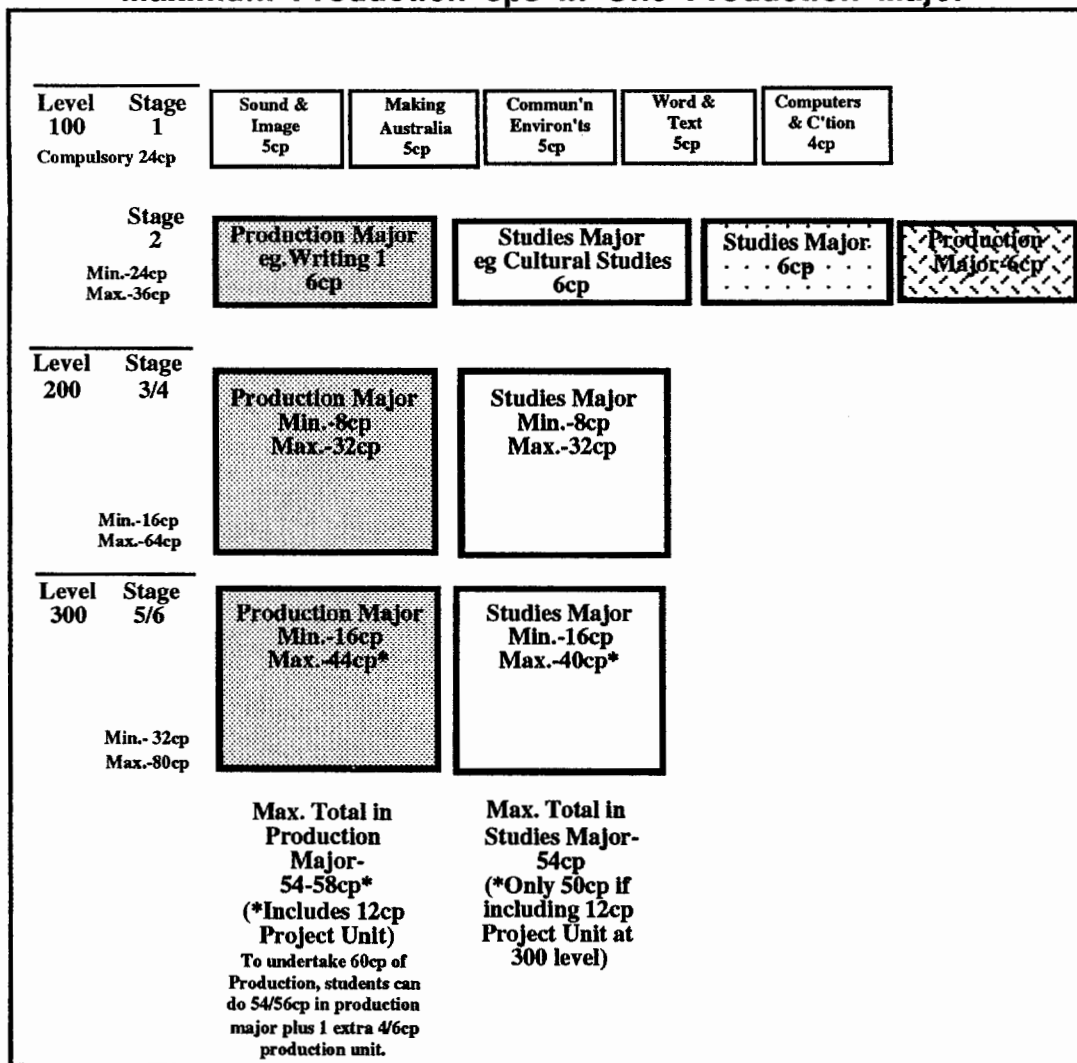
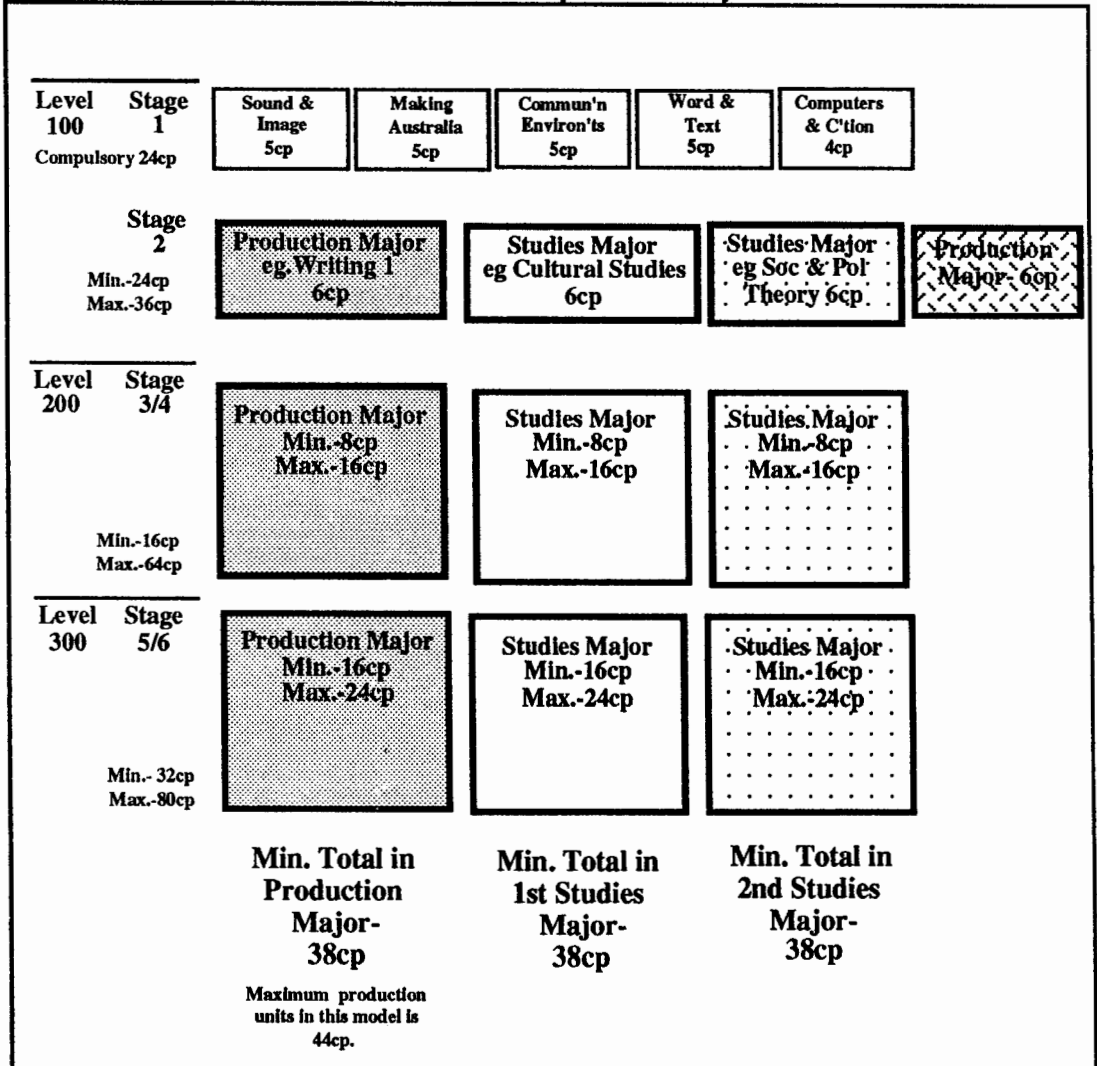


DIAGRAM C

• **Maximum Number of Completed Majors**



## DIAGRAM D

• **Maximum 100 Level (First Year) cps**

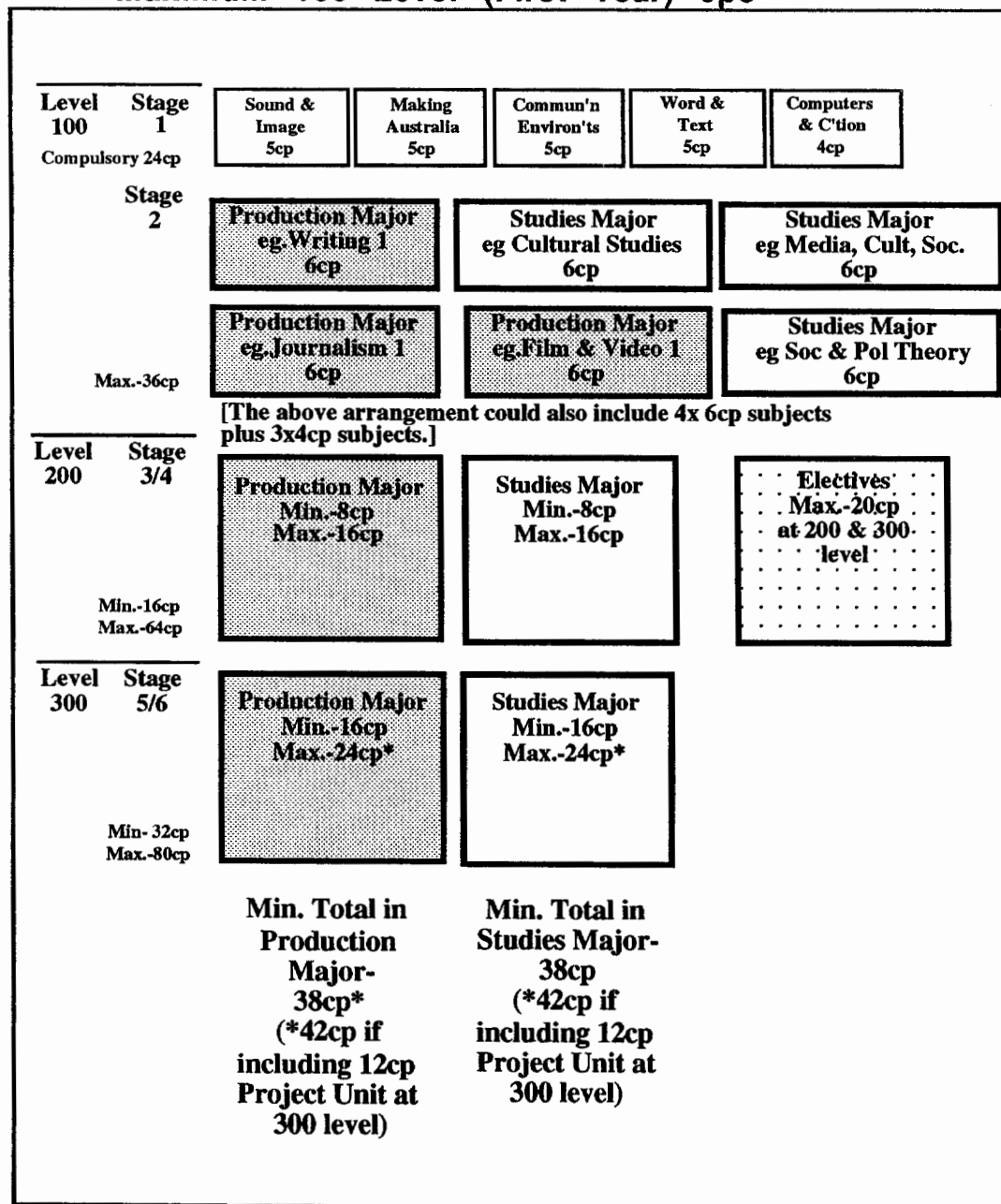
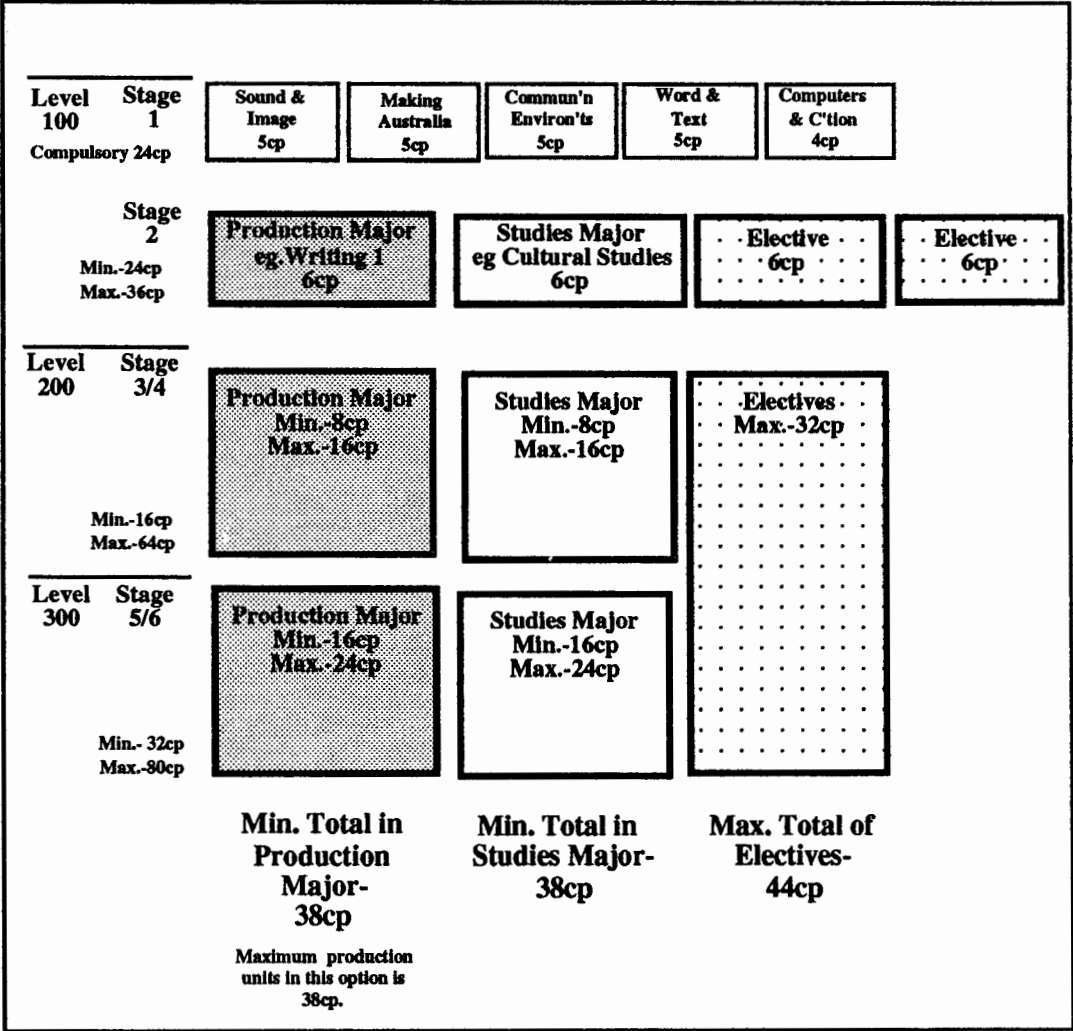


DIAGRAM E

• **Maximum Number of Elective cps**





## 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 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 Head of School.
- g) Each subject outline must contain details of any arrangements for supplementary assessments or not, as the case may be.
- 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 44 credit points can be taken outside the degree from subjects offered by the Faculty of 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.

## 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 8 credit points 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.

**Specified subject credit** Maximum of 24 credit points of specified and unspecified credit; specified credits are more difficult to achieve. Students 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.

**Unspecified subject credit** Maximum of 24 credit points of specified and unspecified credit; unspecified credits more easily accredited. Affected by rules on number of subjects in majors. Students must have passed a subject at another university (approved as relevant to degree but not equivalent to any specific subject) and had 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. School 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 enrol in the class and incur HECS.

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. If a student wishes to complete a major in any subject area, at least four subjects (32cp) 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 major sequence for study completed elsewhere.
5. No more than 44 credit points 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 Head of School.
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, eg, prerequisite requirements.

### QUALIFICATIONS REQUIRED FOR ADMISSION

**Category A:** New South Wales Higher School Certificate in the year of application. In 1993 the TER required for admission was 95.20.

**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 School and with the University are displayed on the noticeboards on Level 2 of the Bon Marche Building. Students must check that both are correct.

Variation of Program forms are available from either the School Office or the UTS Information Service (Level 4 of the Tower Building). Three points of particular importance in 1994 are:

1. Students may add subjects up to 11 March and 12 August respectively.
2. Students may withdraw from subjects up to 8 April and 9 September respectively without academic penalty but if withdrawal occurs after 30 March or 30 August, students will incur HECS charges. Withdrawal after the 8 April and 9 September dates will entail a fail being recorded against the subject.
3. The subjects students are enrolled in 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

#### Goals and structure

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 focussed 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, which 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; and
5. To 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 so as 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; and
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, of the industrial organisation of journalistic media production, and 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; and
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; and
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:

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; and
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.

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; and
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 Production (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 (eg, 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; and
6. allow students to focus on some of the more volatile recent debates concerning texts and cultures/sub-cultures by focussing 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; and
4. to provide units which are also part of thematic majors, eg, 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)  
 54230 Aboriginal Social and Political History (8cp)

### 300 Level

- 54310 Issues in Australian Politics (8cp)  
 54311 Asian and Pacific Politics (8cp)  
 54312 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 Social Issues in Health (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 Writing History (8cp)  
 54330 The Politics of Aboriginal History (8cp)  
 54326 Social, Political and Historical Project (12cp)

## Bachelor of Arts in Communication (HH02)

1993 Enrolment (no longer offered).  
Course Coordinator: To be advised

**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 School Office or BA (Comm) Coordinator as there may be minor changes to be made to the rules at the end of 1993.

### 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 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 144 credit points 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 of Studies major, with the approval of the School. Some of these will be offered as integrated subjects and may count to either type of major. For a Production major students may include up to 16 credit points of approved Studies subjects; for a Studies major, students may include up to 8 credit points of approved Production subjects. There may also be subjects offered within a major that can be credited towards another major, (ie, Studies to Studies, Production to Production).

Entry to a major will normally require successful completion of 24 credit points 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 40 credit points of approved study at 200 or above, of which 16 credit points must be taken at the 300 level. Students must take a minimum of 40 credit points at 200 and 300 level in Production, and 48 credit points in Studies. Students may take up to 48 credit points in Production or 56 credit points in Studies at 200 and 300 level.

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 School in the use of the Apple Macintosh computer before entering 200 level.

### STRUCTURE OF THE DEGREE

#### 100 Level (48cp)

##### Stage 1 (24cp)

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3 compulsory subjects of 8cp each

##### Stage 2 (24cp)

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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 School subjects listed for the degree.

#### 200 Level (48cp)

##### Stages 3&4

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Note: In 1994 (1994 and 1995 for part-timers) these subjects may be taken as either 6 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&6

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

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



**Total (144cp)**

Production – at least 33cp but not more than 60cp at 200 and 300 levels

Studies – at least 38cp but not more than 56cp at 200 and 300 levels

**ELECTIVES**

Students may take up to 44 credit points 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 School, 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 Head of School.
- g) Each subject outline must contain details of any arrangements for supplementary assessments or not, as the case may be.
- 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 44 credit points can be taken outside the degree from subjects offered by the Faculty of 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 eight credit points 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 eight credit points 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.

**Specified subject credit** Maximum of 44 credit points 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.

**Unspecified subject credit** Maximum of 44 credit points of specified and unspecified credit; unspecified credits more easily accredited. Affected by rules on number of subjects in majors. Students have passed a subject at another university (approved as relevant to degree but not equivalent to any specific subject) and had 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. School 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 HECS.

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. If a student wishes to complete a major in any subject area, at least four subjects (32cp) 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 a major sequence for study completed elsewhere.
5. No more than 24 credit points 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 Head of School.
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, eg, prerequisite requirements.

### QUALIFICATIONS REQUIRED FOR ADMISSION

**Category A:** New South Wales Higher School Certificate. In 1993 the TER required for admission was 95.20.

**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 School 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 School and with the University are displayed on the noticeboards on Level 2 of the Bon Marche Building. Students must check that both are correct.

Variation of Program forms are available from either the School Office or the UTS Information Service (Level 4 of the Tower Building). Three rules of particular importance in 1994 are:

1. Students may add subjects up to 11 March and 12 August respectively.
2. Students may withdraw from subjects up to 8 April and 9 September respectively without academic penalty but if withdrawal occurs after 30 March or 30

August, students will incur HECS charges. Withdrawal after the 8 April and 9 September dates will entail a fail being recorded against the subject.

3. The subjects students are enrolled in 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**

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

##### **Stage 2**

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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

<b>Level</b> <b>100</b>	<b>Stage</b> <b>1</b>	<b>Sound &amp; Image 8cp</b>	<b>Making Australia 8cp</b>	<b>Word &amp; Text 8cp</b>
<b>Compulsory 24cp</b>				
	<b>Stage</b> <b>2</b>	<b>Integrated Unit 8cp</b>	<b>Integrated Unit 8cp</b>	<b>Integrated Unit or Elective 8cp</b>
	<b>24cp</b>			
<b>Level</b> <b>200</b>	<b>Stage</b> <b>3/4</b>	<b>Production Major Min.-12cp Max.-24cp</b>	<b>Studies Major Min.-12cp Max.-24cp</b>	<b>Electives Max.-24cp (Taken at 200 level if from School's subjects)</b>
	<b>Min.-24cp Max.-48cp</b>			
<b>Level</b> <b>300</b>	<b>Stage</b> <b>5/6</b>	<b>Production Major Min.-16cp Max.-24cp</b>	<b>Studies Major Min.-16cp Max.-32cp</b>	
	<b>Min- 32cp Max.-56cp</b>			
		<b>Production units- 40 to 48 cp at 200 &amp; 300 levels.</b>	<b>Studies units- 48 to 56 cp at 200 &amp; 300 levels.</b>	

## 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 eight credit points. A Journalism major consists of 38 credit points. 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 38 credit points. At least 32 credit points must be chosen from subjects offered in the Writing area. The remaining six credit points may be taken from approved subjects offered in other areas. At least six credit points should be taken at 200 level, and 16 credit points 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 (Soc Sci))
53275	Sound Performance

### Public Relations

A major in Public Relations consists of 38 credit points. These must include 53342 Public Relations Project plus at least six credit points at 300 level, and a total of 32 credit points taken from subjects offered in the area. Eight credit points 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 the 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 six credit points 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 (Radio, Sound) |
| 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 | TV Journalism (Journalism)                           |
| 53336 | Special Writing Workshop A (Scriptwriting) (Writing) |

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, eg, 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 16 credit points 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 Sciences 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**


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53321	Radio Journalism
53361	Sound Seminar
53363	Radio Seminar

**Students must complete:**

53364	Radio Project
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**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**


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

**300 Level**


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53365	TV 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 major offering subjects from a broad range of intellectual disciplines. Subjects in the major may be grouped into three strands; Communication; Politics and Political Economy; Society and History.

However, 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 38 credit points. 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	Australia Politics
53206	Australian 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*


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53300	International Aspects of Communication
53301	Communication, Time and Space
53302	Development, Dependency 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 38 credit points. At least two subjects must be taken from 300 level, and up to 16 credit points 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 38 credit points. 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.

**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 38 credit points, 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 prerequisites 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 |
| 53356 | Film, Gender and Desire |

*Sound Studies*

- |       |                               |
|-------|-------------------------------|
| 53360 | Philosophies of Sound Seminar |
|-------|-------------------------------|

## **Bachelor of Arts in Communication (HH02)**

Pre-1993 enrolment structure (no longer offered).

Course Coordinator: To be advised

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 144 credit points, normally taken as 25 subjects, in which Stage 1 (five subjects) is 24 credit points, and all other subjects are six credit points. 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 rules. These subjects are normally worth eight credit points 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 | Introduction to Computing Skills |

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
50202	Radio Production 1
50203	Screen Production
50208	Audio visual Production
50201	Journalism 1
50350	Public Relations: Process and Practice
50209	Sound Production 1

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

50204	Commodity Culture and the Media
50207	Screen Theory
50206	Textual Theory
50205	Social and Political 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 School 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 Coordinator.

### 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 School. 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/credit are available from the BA in Communication Coordinator.

#### 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 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 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 Head of School.
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, eg, 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 Head of School.

g) Each subject outline must contain details of any arrangements for supplementary assessment or not, as the case may be.

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.

## QUALIFICATIONS REQUIRED FOR ADMISSION

**Category A:** New South Wales Higher School Certificate. In 1993 the TER required for admission was 95.20.

**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 choice beyond Stage 1. The School 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 School and with the University are displayed on the noticeboards on Level 2 of the Bon Marche Building. Students must check that both are correct.

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

1. Students may add subjects up to 11 March and 12 August respectively.
2. Students may withdraw from subjects up to 8 April and 9 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 students are enrolled in 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	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
50518	Australian Politics

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/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 inter-

ested 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, 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 and who have not completed 50206 Textual Theory. Prerequisites for specific subjects must, however, be adhered to.

#### Introductory Stage 2 subject

50206	Textual Theory
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#### 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 (eg, 50207 Screen Theory, 50701 Documentary Cinema, 50702 On TV, 50700 Melodrama) are especially concerned with how film, TV/video texts are constructed. Others (eg, 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 (eg, 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 and gender, health, nuclear power, in the urban environment, in relation to design, sound, 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
51634	Gender and 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 to 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 wideranging 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, eg, post-modernist and experimental fiction, wide circulation genre writing, realist and documentary fiction, playwriting, media scriptwriting, 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 Radio Production area aims to develop integrated conceptual and technical skills in radio and sound production. 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 broadcast but also caters for those interested in experimental audio and sound performances. An involvement with public radio broadcast is encouraged.

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 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 preproduction 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, eg, 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 New Techniques
50374	Film and Video Project 1
50375	Film Animation
50376	Film and Video Soundtrack
50377	Visual Style
50380	Sync Sound Filmmaking
50381	16mm and 8mm 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 the Journalism area 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 1 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 Copy Editing

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 not only 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, but also to provide a coherent integrated range of options that link in with other Studies and Production majors of the School.

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)
- 88305 Photography 1

**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
- 88405 Photography 2 (prerequisite 88305)

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, and 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)

Course Coordinator: Dr Rosslyn Reed  
330 1963 (Office Hours)

The Bachelor of Arts in Social Science is a professionally oriented course preparing graduates for employment and/or freelance work in the broad field of social science. This includes employment in both the public and private sectors, in administration, research, community organisation and policy advice, among other.

Students are required to complete a specified number of units in both an Applications strand of subjects and a Social Studies strand. The Social Studies strand involves theoretical and critical perspectives in the disciplines of sociology, history, politics, communication and technology studies. The Applications strand consists of subjects in research and practice relating to the professional practice of these disciplines. Note that the number and content of all subjects listed in strands may alter subject to course review processes.

In addition, the degree has 32cp of free electives that students may take in addition to fulfilling the requirements in the Social Studies and Applications strands. Students may (but are not required to) make up a coherent sequence of subjects (usually three subjects, totalling 24 cp) out of their free elective subjects alongside their Social Studies and Applications strands. Depending on the availability of places, these sequences (or sub-majors) may include Journalism, Writing, Public Relations, Radio, Video, Computing Studies, Advertising and Applied History. Note that an Aboriginal Studies major is available within the School, and this may also be pursued as a sub-major in the BA (Social Sciences). Students will also be advised on the construction of sequence/subjects from electives in other schools, and may take approved subjects from other universities.

The degree is offered full-time (normally six semesters) and part-time (normally ten semesters). An Honours program is available. Although evening classes may be offered in some subjects, the part-time degree is not an evening degree, hence part-time students are expected to attend day classes.

## ABORIGINAL STUDIES MAJOR

An Aboriginal Studies major is available to students enrolled in the degree. The major does not replace your Studies strand, although some subjects from the Aboriginal Studies major are available in the Social Studies strand.

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 the 'free electives'. Students may do this subject concurrently with a 200 level subject in the Aboriginal Studies 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; if successful, students will have to complete another subject in lieu.

**Specified subject credit** Maximum of 24 credit points 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.

**Unspecified subject credit** Maximum of 24 credit points of specified and unspecified credit; unspecified credits more easily accredited. Affected by the regulations on number of subjects in majors. Students must have passed a subject at another university (approved as relevant to degree but not equivalent to any specific subject) and had 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. School 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 strands, 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 strand, notwithstanding the total number of credits/exemptions granted for other study.
4. No student will be granted a strand sequence for study completed elsewhere.
5. No more than 24 credit points 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 strand.
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 Head of School.
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, eg, 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 School Office, Level 2, Bon Marche Building.

### **OTHER REGULATIONS ABOUT SUBJECTS**

#### **In other faculties at UTS**

Students may, with the permission of the Head of School, take up to four subjects (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 four subjects (32cp) at other institutions. Such subjects must normally be second or later stage subjects and will not be considered to constitute a strand. 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 ungraded.

Second and third year subjects listed under the Social Studies and Applications strands are graded subjects.

Subjects taken as electives may be either graded or ungraded 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 144 credit points 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 32 credit points in the Studies strand, 16 credit points of which must be at the 300 level.

- d) Students must successfully complete 32 credit points in the Applications strand, 16 credit points of which must be at the 300 level.
- e) Students must successfully complete the subject **52022 Research Methods 2** in order to graduate.

### RULES OF PROGRESSION

- a) Full-time students must successfully complete three Stage 1, 100 level subjects in order to progress to Stage 2, 100 level subjects. Part-time students must successfully complete one Stage 1, 100 level subject in order to proceed to Stage 2, 100 level subjects.
- b) Stage 2, 100 level subjects may additionally require prerequisites from Stage 1, 100 level. Entry to these subjects requires adherence to both the rules of progression at the 100 level and adherence to the prerequisite structure.
- c) Students must successfully complete six out of eight compulsory 100 level subjects (24cp out of 32cp) in order to proceed to 200 level subjects.
- d) Students must successfully complete 16 credit points at the 200 level in the Applications strand before entering 300 level Applications subjects.
- e) Students must successfully complete 16 credit points at the 200 level in the Social Studies strand before entering 300 level Social Studies subjects.
- f) Subjects in all strands, at all levels, may additionally require subject prerequisites. Students may not enter these subjects unless **all** the prerequisites have been met.
- g) Students may take up to 12 credit points extra at the 100 level as part of their free elective structure.
- 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 Head of School.
- g) Each subject outline must contain details of any arrangements for supplementary assessment or not, as the case may be.
- 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 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 1993 the TER required for admission was 79.55.

**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 School seeks to vary the subjects offered as much as possible to respond to student

### 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.

demand or the availability of specialised teachers. As a result, a program of study needs to be reconsidered each semester, and changes are common.

Enrolments with the School and the University are displayed on the notice-boards on Level 2 of the Bon Marche Building. Students must check that both are correct.

Variation of Program forms are available from either the School Office or the UTS Information Service (Level 4 of Tower Building). Three points of particular importance in 1994 are:

1. Students may add subjects up to 11 March and 12 August respectively.
2. Students may withdraw from subjects up to 8 April and 9 September respectively without academic penalty but if withdrawal occurs after 30 March or 30 August, students will incur HECS charges. Withdrawal after the 8 April and 9 September will entail a 'fail' being recorded against the subject.
3. The subjects students are enrolled in 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.

## THE DEGREE STRUCTURE

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

### 100 Level - Stage 1

Stage 1 consists of four compulsory subjects (6cp each) which are taken by all students. These are:

- 50110 Computers and Information
- 52001 History of Ideas
- 52002 Politics and Political Institutions
- 52003 Culture, History and Society

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 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.

### 100 Level - Stage 2

Stage 2 consists of four compulsory subjects (6cp each) which are taken by all students. These are:

- 50205 Social and Political Theory;  
prerequisite either 52001 or 52002 or 52003
- 52011 Contemporary Australia;  
prerequisite 52003
- 52012 Research Methods 1;  
prerequisite 50110
- 52013 Organising

These subjects are normally taken in the second semester by full-time students, and in the second year by part-time students.

### Stages 3-6 (electives)

#### Social Studies strand

To complete the Social Studies strand students must complete 32 credit points (normally four subjects) from the subjects in the following list. All subjects in the strands are worth 8 credit points. 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 16 credit points at 200 level, before taking 300 level subjects. In addition, some 300 and 200 level subjects may have prerequisites. Students must check subject requirements before enrolling.

The subjects in the strand are:

#### 200 level

To commence study at 200 level, students must successfully complete 36cp at 100 level, which must include 50205 Social and Political Theory for students in the Social Studies strand.



- 52514 Power and Social Regulation;  
prerequisite 50205 or 54113 or 54110
- 52515 Australian History;  
prerequisite 50205
- 52502 International Politics;  
prerequisite 50205
- 52518 Australian Politics;  
prerequisite 50205

The following subjects are also available as part of your strand at the 200 level from 1995 (as long as the prerequisite is completed).

- 52400 Australian Communication Policy;  
prerequisite 54110
- 52209 Communication, Culture and the Law;  
prerequisite 54110
- 52202 Cultural Technologies, Cultural Policy;  
prerequisite 54110
- 52203 News Production;  
prerequisite 54110
- 52230 Aboriginal Social and Political History;  
prerequisite 54113

### 300 Level

To commence study at 300 level, students must successfully complete 16cp at 200 level, plus subjects as indicated below.

- 52504 Australia in the World Economy
- 52507 Making of the Third World
- 52506 Gender, Culture and Power
- 52211 Urban Culture
- 52316 Power, Race and Ethnicity;  
prerequisite 16cp at 200 level in the Aboriginal Studies major, or 54375, 54271 either concurrent or completed
- 52310 Issues in Australian Politics
- 52520 Asian and Pacific Politics
- 52322 Film, TV and Popular History;  
prerequisite 52515
- 52321 Colonialism and Postcolonialism;  
prerequisite 52515 or 54230
- 52512 Comparative Religion
- 52323 History and Photography;  
prerequisite 52515
- 52516 Oral History and Memory;  
prerequisite 52515
- 52325 Writing History;  
prerequisite 52515
- 52330 The Politics of Aboriginal History;  
prerequisite 54113 or 52515
- 52630 Social Issues in Health
- 52320 Social Movements
- 52317 State, Work and Identity;  
prerequisite 52514

The following subjects are also available in the BA Social Science Studies strand providing the prerequisites have been met.

- 52300 Communication History
- 52301 International Communication
- 52302 Media, Culture and Identity
- 52304 Communications and Culture Research Project

### Applications strand

Students are required to complete 52022 Research Methods 2 (8cp), plus 24 credit points (usually three subjects) from the Applications subjects list to complete their Applications strand.

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

Students are required to complete their Applications strand from the following list.

### 200 Level

To commence study at 200 level, students must successfully complete 36cp at 100 level, plus any additional prerequisites.

- 52022 Research Methods 2;  
prerequisite 52102
- 52026 Specialist Writing for the Social Sciences;  
prerequisite 52102 or 50110
- 52027 Writing and Desktop Publishing;  
prerequisite 50110
- 52028 Media Strategies
- 52031 Community Work;  
prerequisite 52013
- 59357 Public Relations: Community Relations
- 51519 Industrial Relations;  
prerequisite 52013

### 300 Level

To commence study at 300 level, students must successfully complete 16cp at 200 level, plus subjects as indicated below.

- 52024 Discourse Analysis
- 52029 Organising EEO;  
prerequisite 16cp in Social Studies strand at 200 level
- 52256 Documentary
- 52025 Social and Political Research;  
prerequisite 16cp in Social Studies strand at 200 level
- 52590 History – Special Subject;  
prerequisite 52515
- 52811 Applying Aboriginal History;  
prerequisite 52515
- 52593 Public and Social Policy

## **Bachelor of Arts (Honours) in Communication (HH04)**

Course Coordinator: Noel Sanders  
330 2294 (Office hours)

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 48 credit points made up of 24 credit points for the thesis, and 24 credit points 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 School of Humanities.

### **APPLICATIONS**

The BA (Honours) in Communication is a separate degree from the BA in Communication. It is open to Arts 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 School, 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 two pieces of work previously completed.

Further enquiries may be made to the BA (Honours) in Communication Coordinator, Noel Sanders.

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 School. Evidence of media skills may also be taken into consideration. The Selection Committee must be assured that the School is in a position to provide adequate thesis supervision. The School has a policy of not allowing a given staff member to supervise more than two or three Honours theses. Candidates may be interviewed if the Committee feels this is necessary.

### **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 School. 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 50451/50452 Thesis Project is the major piece of work undertaken for the BA (Honours) in Communication, and is 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 School of Humanities.

The standard format of the thesis will be an academic monograph of approximately 15,000 to 20,000 words. However, alternative formats are possible, for example, screen and sound media, thematically linked essays, performance pieces, scripts and fiction. Non-traditional formats will need to be accompanied by appropriate academic documentation.

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 (eg, two-hour session every month). Where difficulties arise between student and supervisor, either should in the first instance consult the course coordinator.

### COURSEWORK

Students must successfully complete three course subjects: 50453 Thesis Workshop, and at least two of the graduate qualifying subjects:

50454	Methodologies in Cultural Studies
50455	Philosophy of the Social Sciences
50456	Textual Studies Honours Seminar
50457	Theories of the Visual
50800	History and Theory

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

Course Coordinator: Dr Helen Irving  
330 2311 (Office hours)

The Bachelor of Arts (Honours) in Social Science (BA (Hons) Soc Sci) offers graduates in the BA (Soc Sci) the opportunity to pursue advanced work in the humanities and social sciences, and prepares Pass degree graduates for postgraduate research. The Course consists of 48 credit points, made up of 24 credit points for a written thesis, 16 credit points for two coursework subjects, plus 8 credit points for the Thesis Workshop. This degree will be offered for the first time in 1994.

### 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 School, in either the BA (Soc Sci) or the BA (Comm), or elsewhere, are **not** to be taken as Honours subjects or as alternatives to the subjects below.

The BA (Hons) Soc Sci 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. Enrolment in no more than one subject from the BA (Hons) Comm program may also be approved by the Committee in individual cases.

### ASSESSMENT

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

Each eight credit points subject will receive a graded value of 20 per cent of the total result.

The eight credit points 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 two semesters in the second year (part-time). Topics and supervisors are to be approved by the BA (Hons) Soc Sci 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:

- i) a minimum **70 per cent average** (or above) result in all the graded subjects taken in the final two full-time semesters or equivalent by the prospective Honours student. The BA (Hons) Soc Sci 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 School's policy on undergraduate admissions.
- (ii) eligibility to graduate (ie, satisfactory completion of all required work), in either the BA (Soc Sci), or in a first degree completed outside UTS. In the latter case, the BA (Hons) Soc Sci Committee will determine whether the completed degree is appropriate for entry into the BA (Hons) Soc Sci program.
- (iii) 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.
- (iv) 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) Soc Sci 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) Soc Sci 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) Soc Sci 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.
- (iii) Satisfactory completion of 52453 Thesis Workshop.

## STRUCTURE FULL-TIME

### Semester 1

Two subjects of 8cp each chosen from:<sup>1</sup>

- 52454 Citizenship, Civil Society and the State
- 52800 History and Theory
- 52455 Philosophies of the Social Sciences
- 52519 History of Social and Political Thought

### Semester 1 and 2

Compulsory subject.

- 52453 Thesis Workshop (8cp)

<sup>1</sup> Subjects may not be available every year.

### Semester 2

- 52451 Honours Thesis (24cp)

## STRUCTURE PART-TIME

### Semester 1 and 2

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

- 52453 Thesis Workshop (8cp)

### Semester 3 and 4

One coursework subject (8cp)

- 52451 Thesis (24cp)

## POSTGRADUATE COURSES

The Faculty of Social Sciences offers the following research degrees: Master of Arts in Writing, Master of Arts (thesis), Doctor of Philosophy and Doctor of Creative Arts (see Research Degrees above). Further details can be obtained by contacting Professor Ann Curthoys (phone 330 2310), the Faculty's Research Degrees Coordinator.

The School of Humanities offers a Graduate Diploma in Communication; Graduate Certificates in Writing, Writing for the Screen and EEO Management; a Master of Arts in Journalism and a Master of Arts in Applied History. Students should check at enrolment time for any changes which may affect their intended program of study.

Enquiries about all courses may be directed to Dr Paul Gillen. Specific enquiries can be made to

Mr Graham Williams  
Graduate Certificate in Writing

Ms Gillian Leahy/Ms Sarah Gibson  
Graduate Certificate in Writing for the Screen

Dr Rosslyn Reed  
Graduate Certificate in EEO Management

Ms Annmarie Chandler  
Graduate Diploma in Communication

Dr Paula Hamilton  
Master of Arts in Applied History

Ms Wendy Bacon  
Master of Arts in Journalism

## GRADUATE CERTIFICATES

Course Coordinator: Dr Paula Hamilton  
330 2309 (Office hours)

In 1994 it is proposed to offer for the first time three new fee-paying Graduate Certificate courses. These courses are primarily intended for students whose original degree is not in communications. Candidates are required to complete 24 credit points, from the units listed below. Minimum completion time is two semesters and maximum completion time is three semesters. There are some evening classes available, but the range of day-time subjects is wider. Fees for these courses were due to be set after the publication of this handbook and prospec-

tive students should enquire with the School Office about them after December 1993.

## APPLICATIONS

Applicants should complete the Postgraduate Application form and questionnaire available from either the School Office, Level 2, Bon Marche Building (Room 202) or the UTS Information Service, Level, 4 Tower Building.

Applications usually close late in the year for the following year (eg, 1993's closing date was December 10). 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 School 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.

## 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 must complete any two of the following units at 200 level:**

- 53226 Fiction Workshop A;  
no prerequisite
- 53227 Fiction Workshop B;  
prerequisite 53226 Fiction  
Workshop A
- or*
- 53229 Writing for Performance;  
no prerequisite
- 53257 Screenwriting;  
prerequisite 53229 Writing for  
Performance

**and any one unit at 300 level from:**

- 53336 Special Writing Workshop A
- 53338 Genre Writing

### **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 must complete 53257 Screenwriting and any two of the following units:**

- 53229 Writing For Performance
- 53250 Film and Video 1
- 53251 Film 2;  
prerequisite 53250 Film and Video 1<sup>1</sup>
- 53252 Video 2;  
prerequisite 53250 Film and Video 1<sup>1</sup>
- 53253 Drama;  
prerequisite 53250 Film and Video 1<sup>1</sup>
- 53336 Special Writing Workshop A  
Advanced Screenwriting option  
when available
- 55350 Script, Production and Design

<sup>1</sup> Prerequisites may be waived with proof of equivalent industry experience.

### **Graduate Certificate in EEO Management (HH61)**

The course is designed for graduates who wish, for a range of career reasons, to develop skills in the field in EEO management in the context of a critical approach to the field. Some 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. They are likely to perceive themselves ill-equipped for the tasks required under the Federal Government's legislation, but in a competitive labour market, do not wish to jeopardise their career through failure to discharge their responsibility adequately.

This course is intended for students who have undergraduate degrees in either social sciences/humanities or in management/business.

#### **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 Diploma in Communication (HH51)**

Course Coordinator: Annmarie Chandler  
330 2185 (office hours)

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 both 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 School. In accordance with 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 School 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 School 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 Post-graduate 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 48-credit point course over two years of part-time study beginning in the Autumn (or first) semester of each year. Candidates normally enrol in three subjects each year. Each subject is counted as 8 credit points and involves class attendance of three hours per week. There are rules governing the Graduate Diploma which require students to take more of their subjects from the 200 and 300 levels and to do roughly half their subjects in Studies and half in Production. There are some evening classes available, but the range of day-time subjects is wider.

Graduate Diploma students are not obliged to major in one area of study but it is expected that they will usually concentrate their studies in one of the Production areas

and one of the Studies areas. Only a selection of subjects in this handbook will be available to each cohort of students.

A schematic diagram or tree printed showing the different subjects offered in each major in the Production and Studies areas is available upon request from the School 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.

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 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. Students may take up to two 6cp subjects.
3. Students are required to successfully complete 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.
6. 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 School 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 coordinator.

7. 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.

## **Master of Arts in Applied History (HH59)**

Course Coordinators: Dr Paula Hamilton 330 2309 (Office hours) and Dr Heather Goodall 330 2312 (office hours)

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 (eg, archaeology). Applications will also be considered from those who have history in a Pass undergraduate degree, plus extensive work experience in history (eg, 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 of the Tower Building or the School of Humanities 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 programme.

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 8 credit points.

### **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
- 50804 Oral History and Memory
- 50808 Visual and Aural Records
- 50813 Writing History

Students may do a maximum of two subjects (16cp) from the School'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 Sites of Heritage and History (Environment, Heritage and History)
- 50809 Film, TV and History
- 50810 Making Australia's Past (Popular Histories)
- 50811 Applying Aboriginal History (Politics of Aboriginal History)
- 53212 Australian History

Assessment is by the pass/fail system only, and no subjects are graded. In accordance with Rule 3.3.7.2 dissatisfaction with a student's progress is 'double failure in any subject'.



Please 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 Journalism (HH58)**

Course Coordinator: Wendy Bacon  
330 2488 (Office hours)

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 have not only 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.

### **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, eg, 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 (eg, in community-based organisations), broadcasting and press policy organisations.

Applicants must be proficient in the written and spoken English language and have basic wordprocessing skills.

### **STAFFING**

The Journalism area is staffed by four full-time journalism teachers who all have experience in print and broadcast journalism. In addition, there are a number of other experienced journalists employed part-time. The course coordinator 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. In accordance with rule 3.3.7.2, dissatisfaction with a student's progress is 'double failure in any subject'.

### **COURSE STRUCTURE**

The academic year for 1994 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 8 credit points each and one subject worth 16 credit points, a total of 72 credit points. 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 coordinator as appropriate for this program.

Each of the subjects in this program is worth 8 credit points with the exception of the compulsory subjects, 50438 Final Project 1 and 50439 Final Project 2, which are worth 16 credit points

week day each semester. The course is demanding and requires a solid commitment.

#### Compulsory subjects:

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- 50431 Research and Reporting for Journalism
- 50437 Regulation of the Media<sup>1</sup>
- 50438 Final Project 1
- 50439 Final Project 2
- 50450 Advanced Journalism Theory<sup>1</sup>

<sup>1</sup> Master's (by coursework) students may join undergraduate students for some classes in these subjects. There will however be separate Master's seminars and students will be expected to produce work of a postgraduate standard.

#### Electives

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Students choose three electives from the undergraduate journalism program in the School, including:

- 53214 Broadcast Journalism
- 53215 Features
- 53216 Print Production and Subediting
- 53320 Investigations
- 53321 Radio Journalism
- 53324 TV Journalism
- 53325 Publications: Techniques and Practice
- 53327 Journalism Project

or other subjects from the undergraduate and postgraduate program of the School, including:

- 50804 Oral History and Memory
- 53268 Documentary Cinema
- 53300 International Aspects of Communication
- 53302 Development, Dependency and the Media
- 53309 Film, TV and History

and a special field subject called 'Journalism Attachment', available only to Master's students.

Students will plan their course with the course coordinator.

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

## SUBJECTS OFFERED TO STUDENTS IN OTHER FACULTIES

A number of undergraduate subjects are taught to students in other faculties. Some of these are prescribed for certain faculties, others are general electives.

### PRESCRIBED SUBJECTS

#### Building Studies

51388 Communication Studies (3cp)

#### Business

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

#### Civil Engineering

51131 Communication 1 (3cp)

51151 Communication 2 (3cp)

#### Nursing

59327 Culture, Health and Society (3cp)

59328 Power, Politics and Health (3cp)

#### Acupuncture

51368 Professional Writing and Communication (3cp)

#### Physical Sciences

51357 Technical Writing (3cp)

#### Computing Sciences

51370 Human Communication (3cp)

### HUMANITIES SUB-MAJORS FOR STUDENTS FROM THE FACULTY OF BUSINESS AND THE FACULTY OF MATHEMATICAL AND COMPUTING SCIENCES

The School of Humanities offers the following sub-majors for students from the Faculty of Business and the Faculty of Mathematical and Computing Sciences. These sub-majors are structured into three levels. Students must take five subjects, at least one subject from each level (including introductory level). Not all subjects are offered every semester, and enrolment of interfaculty students is subject to class numbers. At least one subject at level 200 is required for entry to subjects at level 300. All subjects are worth 8 credit points unless indicated.

### 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.

#### Introductory level

21125 Australian Business Environment (5cp)  
(Faculty of Business)

51370 Human Communication (3cp)

#### 200 Level

53203 Communication and Control (8cp)

53204 Social and Political Theories (8cp)

53205 Australian Politics (8cp)

53208 Energy and Environment (8cp)

53209 Culture, Race and Ethnicity (8cp)

53211 Urban Culture (8cp)

53212 Australian History (8cp)

53219 Aboriginal Studies (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

50716 Writing for Science and Technology (6cp)

53300 International Aspects of Communication (8cp)

53303 Orientalism: Constructs of the East (8cp)

53306 History of Social and Political Thought (8cp)

53307 Asian and Pacific Politics (8cp)

53308 International Politics (8cp)

53310 Religion, Magic, Science and the Supernatural (8cp)

53314 Social Policy (8cp)

51519 Industrial Relations (8cp)

or

59329 Issues in Industrial Relations (4cp)

52029 Organising EEO (8cp)

or

59335 Issues in Organising EEO (4cp)

59630 Social Issues in Health (8cp)

or

51014 Health, Technology and Society (4cp)

### Public Relations

Objectives of the sub-major are to develop specialist 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, organisation and national development; and to challenge existing notions of public relations as little more than a publicity function.

Graduates who have completed the Public Relations major will be well prepared at theoretical and practical levels to take up positions within the public relations profession. Such careers are available in a wide range of private and public sector organisations and in all industries. Through 'client-based' and experiential learning students will be well prepared to respond to the challenges of a career in public relations.

The public relations subjects offered at UTS through the School of Humanities 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 Communication (3cp)

#### 200 Level

- 50351 Public Relations: Research and Communication (6cp)  
50357 Community Relations and the Public Sphere (6cp)  
53240 Public Relations: Process and Practice (compulsory subject) (8cp)

#### 300 Level

- 50352 Public Relations: Issues and Management (6cp)  
53341 Public Relations in Global Development (8cp)  
53342 Public Relations Project (8cp)

As part of the course requirements in Public Relations, students undertake an internship under the guidance of a public relations professional during the course of study for a sub-major in Public Relations. Details of this should be discussed with the Public Relations Coordinator.

### Advertising

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 School of Humanities, to be chosen from:

- 59330 Advertising Practice (6cp)  
59331 Advertising Copywriting (Print) (6cp)  
59332 Advertising Copywriting (Radio/Film/TV) (6cp)  
59333 Advertising Strategies (6cp)

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

### 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)  
59708 Screen Studies (4cp)

### 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.

**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**

- 50713 Social Policy (8cp)
- 50715 Aboriginal Studies (8cp)
- 51014 Health, Technology and Society (3cp)
- 51015 Organising EEO (8cp)
- 51519 Industrial Relations (8cp)
- 51628 Technology and Urban Culture (6cp)
- 52001 History of Ideas (6cp)
- 52002 Politics and Political Institutions (6cp)
- 52003 Communication and Culture (6cp)
- 52011 Issues in Public Policy (6cp)
- 52013 Organising (8cp)
- 52506 Gender, Culture and Power (8cp)
- 52510 Culture, Race and Ethnicity (8cp)
- 52625 Energy and the Environment (8cp)
- 53102 Making Australia (8cp)
- 53202 Legal Aspects of Communication (8cp)
- 53212 Australian History (8cp)
- 53303 Orientalism: Constructs of the East (8cp)
- 53305 Issues in Australian Politics (8cp)
- 53310 Religion, Magic, Science and the Supernatural (8cp)
- 54110 Media, Culture, Society (6cp)
- 54111 Social and Political Theory (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**

- 53341 Public Relations in Global Development (8cp)
- 53342 Public Relations Project (8cp)
- 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/ Film/Radio) (6cp)
- 59333 Advertising Strategies (6cp)
- 59350 Public Relations: Process and Practice (prerequisite for sub-major) (8cp)
- 59357 Public Relations: Community Relations (8cp)
- 59454 Public Relations: Media Strategies (final subject in sequence) (8cp)

## 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 (ie, 3cp), the duration of the subject, indicated as semester weeks, if applicable, and the number of formal contact hours each week (ie, 3 hpw); 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.

### 50110 COMPUTERS AND INFORMATION

(6cp); 3 hpw

Covers health and safety, operating systems, word processing, graphics, document production, information sources and systems of retrieval.

### 50200 WRITING 1

(6cp); 3 hpw

Emphasises practical experience in writing rough workshop exercises. Considers both fictional and non-fictional modes and practices.

### 50201 JOURNALISM 1

(6cp); 3 hpw

Introduces students to the principles of a range of journalistic skills. This includes writing, interviewing, search and editing. Students also receive a grounding in ethics, law and accountability. Relationships within the industry, between journalists, with public relations consultants, with contacts, with the audience, with management, and the structure of the industry are also discussed and analysed throughout the semester.

### 50202 RADIO PRODUCTION 1

(6cp); 3 hpw

Introduces students to radio and sound as a medium for communication. Focuses on the production of pre-taped programs for broadcast and deals with the relevant conceptual and operational skills including

recording, editing, mixing, interviewing, scriptwriting, composition and voice production. Students are encouraged to get involved with broadcasting at a radio station.

### 50203 SCREEN PRODUCTION

(6cp); 3 hpw

Students learn the basics of video and film production and learn to apply the basics of screen theory to their work. Students learn basic visual language and the different elements in the creation of visual style, soundtrack, point of view and perspective in their work. The technique and theory of such practical areas as scriptwriting, research and planning, lighting, camera work, direction and coverage, sound recording, mixing and editing are also covered. Most work will be made on video but students will learn to shoot and edit Super-8 film. Students make a short program on videotape and produce short exercises in the process of learning to use the equipment, and in their application of some of the concepts learned in Screen Theory.

### 50204 COMMODITY CULTURE AND THE MEDIA

(6cp); 3 hpw

Provides a critical and historical overview of key theoretical positions around the notions of 'commodity', 'community', 'audience', 'spectacle' and the long-term cultural and social effects of these concepts. Central to the subject's objectives is to provide concrete examples of media institutions and the text produced by them for analysis and criticism.

### 50205 SOCIAL AND POLITICAL THEORY

(6cp); 3 hpw

Aims to introduce students to important contemporary issues in the area of social and political theory; to teach students to critically analyse theoretical works; to introduce students to debates regarding the social construction of knowledge and the implications of such debates for research; and to provide students with theoretical tools which will assist in the analysis of Australian society and political culture.

**50206 TEXTUAL THEORY**

(6cp); 3 hpw

Analyses the notion of text in the general context of a degree in communication studies. Examines the notion of text from a communicative point of view. Central questions which arise are: how is a text produced and for whom; how is a text consumed; what place does the text have as a message/commodity in the general social and cultural life of a community? More specific questions are: What counts as a text and what counts as a 'reading'? How does textual theory relate to the earlier formation of English? What historical process has led to the current use of critical categories and theories within the field of Communication and Cultural Studies?

**50207 SCREEN THEORY**

(6cp); 3 hpw

Examines various conceptions of the filmic, televisual and video image, and the practices and theories associated with these conceptions. The subject is particularly concerned with questions of temporality and movement in relation to the moving image which will be explored through ideas of montage and in-shot movement and stasis. Screenings will include a wide variety of work, ranging from the French New Wave to Latin American cinema.

**50208 AUDIOVISUAL PRODUCTION**

(6cp); 3 hpw

Predominantly a workshop subject providing a basis for other subjects later in the major. Focuses on tape/slide and audio works. Aims to mount productions and campaigns that critically analyse advertising (questions sexism, racism, commodity fetishism, aesthetics, and marketing-display/reception). Examines research methods and marketing procedures such as addressing particular audiences: how to speak to different community groups and organisations: dealing with media, government and corporate organisations and PR departments.

**50209 SOUND PRODUCTION 1**

(6cp); 3 hpw

Introduces concepts and skills in the production of sound recordings for use in radiophonic performance and multimedia productions. Mono and stereo forms of recording are explored – both in terms of

different recording and microphone techniques and compositional and conceptual differences. Sound production is practised both in the studio and on location. Editing, mixing and soundtrack construction are developed in the course's project work and a basic introduction is provided to soundtrack, sound design and visual image.

**50210 COMMUNICATION AND TECHNOLOGY**

(6cp); 3 hpw

Modern industrial societies are characterised by increasingly complex systems of technology and communications. These developments are not accidental, nor are they inevitable results of the technologies employed. This subject explores the relation between the development of modern industrial societies and the political, social and economic forces at work. Theories clustered around ideas of political economy including the sexual division of labour are explained and critical interpretations offered. The changing but crucial role of the State in managing the communication and technological infrastructures is elaborated. A central theme of the subject is an interrogation of determinist theories of social change, be they economic, technological or informational, and the influence of these theories on representations of contemporary challenges of technological change in the communications industries. Implications of technological change for the categories of art, culture, the media and mass society will also be explored.

**50211 SOUND, MUSIC, NOISE**

(6cp); 3 hpw

An introduction to the study of sound and music in a wide range of production forms and cultural/industrial contexts. Students will be introduced to a number of theoretical and critical approaches to the study of sound and music with the initial emphasis being on analysing terms and concepts employed in the manipulation of sound media. Specific sound and music texts will be cited and investigated as historical, political, economic, and aesthetic agents. Topics include definitions and distinctions between sound, noise, music and silence; history of sound and music; uses of sound in society, industry, home, entertaining, medicine, education, defence; political economy of sound; introduction to music composition theory; sound and subjectivity;

sound narratives – time and space constructions; sound, music and pleasure; imaginary and forgotten sounds.

### **50229 TELEVISION ADVERTISING**

(6cp); 3 hpw

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, 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 from clients ranging from small community groups to corporate enterprises.

### **50310 NARRATIVE WRITING**

(6cp); 3 hpw

Combines a theoretical consideration of the structures of narrative with practical exercises in such areas as story and discourse, narration, character, 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 fiction and non-fictional modes.

### **50311 WRITING WORKSHOP**

(6cp); 3 hpw

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); 3 hpw

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); 3 hpw

Offers students the opportunity to work in genre fictions such as detective, thriller, science fiction, romance, 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); 3 hpw

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; writing as 'process' etc.

### **50315 POETRY WRITING**

(6cp); 3 hpw

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); 3 hpw

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, scene setting. A variety of forms is considered in readings and workshops, with some emphasis on experimental and 'absurd' drama.

**50317 RADIO WRITING**

(6cp); 3 hpw

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, archival material.

**50319 SCRIPTWRITING FOR FILM AND TELEVISION**

(6cp); 3 hpw

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); 3 hpw

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); 3 hpw

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); 3 hpw

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, reviewers etc are invited to participate.

**50323 WRITING FOR PERFORMANCE**

(6cp); 3 hpw

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).

**50324 PHILOSOPHY AND HISTORY OF WRITING**

(6cp); 3 hpw

A historical survey of techniques of writing and philosophies of writing. Covers various forms of script as well as the social impact of the printing press; philosophies of writing from the classical rhetorical accounts through to humanism, romanticism; and contemporary structuralist and grammatological enterprises.

**50325 MA WRITING SEMINAR 1**

(8cp); 3 hpw

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); 3 hpw

See above subject description.

**50327 MA WRITING PROJECT F/T**

See MA Writing entry for details.

**50328 MA WRITING PROJECT P/T**

See MA Writing entry for details.

**50330 ADVERTISING PRACTICE**

(6cp); 3 hpw

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); 3 hpw

Covers techniques of research, layout and writing of print advertising, 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, 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); 3 hpw

Techniques of writing advertising for television and radio are explored in this course. 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); 3 hpw

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); 3 hpw

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 as well as 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); 3 hpw

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); 3 hpw

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 that 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); 3 hpw

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 Postmodernism 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 (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, eg, Benson and Hedges. Students produce a major project that explores the direct connection between art and advertising.

**50338 DESKTOP PUBLISHING**

(6cp); 3 hpw

A production subject that critically examines the impact of desktop publishing on society as well as encouraging 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); 3 hpw

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, preproduction 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, distribution and account managing. Examines the relationship between ads and programming: from time buying, 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 for 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 ad or expose in the course which is presented at the end of the semester.

#### **50340 JOURNALISM 2**

(6cp); 3 hpw

prerequisite 50201 Journalism I

Advanced news writing and newspaper production are included in this subject. The key is in developing skills of research, interviewing, writing and editing. 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 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. Guests cover key areas of journalism, and are all senior people. 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 is also a part of this subject, so that students can 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, and to encourage accuracy and depth in reporting.

#### **50341 SUBEDITING AND PRINT PRODUCTION**

(6cp); 3 hpw

prerequisites 50201 Journalism I, 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 etc with practical experience in producing a newspaper.

#### **50343 ISSUES IN JOURNALISM**

(6cp); 3 hpw

prerequisites 50201 Journalism I, 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); 3 hpw

prerequisites 50201 Journalism I, 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; city reporting etc. 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); 3 hpw

prerequisites 50201 Journalism I, 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. In addition, questions relating to the ethics and politics of investigative journalism will also be addressed, as well as the historical development and role of investigative journalism.

**50346 EDITING 1**

(6cp); 3 hpw

prerequisites 50201 Journalism I, 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; 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 issues above 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); 3 hpw

prerequisites 50201 Journalism I, 50340 Journalism 2

Continuation of 50346 Editing 1.

**50348 TELEVISION JOURNALISM 1**

(6cp); 3 hpw

prerequisites 50201 Journalism I, 50340 Journalism 2, 50203 Screen Production

This introduction to television journalism will combine an overview of issues including an 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; and working with crew and basic editing techniques.

**50349 TELEVISION JOURNALISM 2**

(6cp); 3 hpw

prerequisites 50201 Journalism I, 50340 Journalism 2, 50203 Screen Production

Primarily a research/workshopping subject whose focus is the team planning/production of longer, more complex current affairs/documentary reports. Preparatory work would involve looking at different visual styles, 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, supering; and so on.

**50350 PUBLIC RELATIONS: PROCESS AND PRACTICE**

(6cp); 3 hpw

Students are introduced to the complexities and certainties of public relations practice through three streams of activity; class sessions examine a model of the stages of systematic practice; a field exercise requires students to find out from practitioners their professional perspectives and work methods; in workshops 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); 3 hpw

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); 3 hpw

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); 3 hpw

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); 3 hpw

Critically analyses the tourist industry in Australia specifically with reference to the international scene. A final year production subject, this subject 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 in the subject 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 (eg, 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); 3 hpw

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 preproduction, 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 or his major project in detail to the class as well as a written report or essay.

### **50357 COMMUNITY RELATIONS AND THE PUBLIC SPHERE**

(6cp); 3 hpw

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 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); 3 hpw

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 eco-

conomic 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); 3 hpw

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); 3 hpw

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); 3 hpw

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); 3 hpw

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 produc-

tion 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); 3 hpw

As the final subject in the Radio Production area, this subject encourages students to develop their skills in the specific areas they anticipate working in professionally. Students may choose a broadcast form from the electives they have taken earlier in the major, eg, 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); 3 hpw

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); 3 hpw

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 series of Radio Seminar.

### **50370 VIDEO STUDIO AND POST PRODUCTION**

(6cp); 3 hpw

Designed to follow 50203 Screen Production and 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 with an understanding of the 'video signal' as well as 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); 3 hpw

Develops students' abilities to communicate with actors, and develops appropriate visual style for their programs. It is the main subject within the major to concentrate 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 part of the work will consist of 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); 3 hpw

Students will be encouraged to apply what they learn in the documentary subject/s in screen theory to their work. 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. Exercises will be set to develop students' skills in such things as verité 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 NEW TECHNIQUES**

(6cp); 3 hpw

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); 3 hpw

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); 3 hpw

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 is studied. By a series of structured exercises, students are encouraged to develop their own style of animation and to take through to completion a 2-3 minute 16mm or Super-8 animated film.

### **50376 FILM AND VIDEO SOUNDTRACK**

(6cp); 3 hpw

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. Designed 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; 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); 3 hpw

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 take an in-depth focus on a particular visual style, for example, cinema verite, 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); 3 hpw

Introduces students to 16mm sync sound film production. Class exercises are designed to increase understanding of the technical aspects of the various crew roles in a 16mm production: direction, cinematography, camera operator, camera assistant, first assistant, sound recordist, boom operator. Students rotate roles on three main 16mm 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 16MM AND 8MM EXPERIMENTAL FILM TECHNIQUES**

(6cp); 3 hpw

Develops students' 16mm 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 Bolex Camera and Optical Printer. Students

work on their individual three-minute film which is taken through all stages of production.

### **50382 SCRIPT AND PRODUCTION**

(6cp); 3 hpw

Enables 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 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 preproduction and production management to shooting script. While the subject provides script discussion and emphasis on reworking a script through several drafts, it is not the subject in the basic skills of scriptwriting. The opportunity for that exists 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); 3 hpw

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 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); 3 hpw

Examines the history, culture, theory and practice of advertising in Australia. Deals with how an agency works in all its account and creative departments. How an agency works with clients, media and market research companies. Also works practically 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, eg. print/radio/video/computer/DTP project.

#### **50392 FEATURE WRITING AND COPYEDITING**

(6cp); 3 hpw

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 copy editing will be canvassed in a workshop. This subject is particularly targeted at those students 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); 3 hpw

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); 3 hpw

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, with the aim of bringing 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); 3 hpw

A historical investigation of radio and television, especially 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 and the changing relationship between broadcasters and audience will be investigated.

#### **50403 POPULAR PRINT CULTURE**

(6cp); 3 hpw

Further students' understanding of the history of the print medium of communication, locating that history in its wider social, political and economic context; 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, especially 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); 3 hpw

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 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); 3 hpw

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); 3 hpw

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); 3 hpw

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 80s, 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); 3 hpw

The ways 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); 3 hpw

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); 3 hpw

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 received film theory.

**50412 THEORIES OF SUBJECTIVITY**

(6cp); 3 hpw

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 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); 3 hpw

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, 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 Michael 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); 3 hpw

The media are 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 subordinated social groups – gender, race, ethnicity, disability, age, 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 focuses then 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); 3 hpw

Examines the traditional debates between modernisation and dependency theory with respect to the ideologies, traditions and expectations made of journalists in modernising and socialist countries 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); 3 hpw

'Culture' is a problematic concept. It is often employed in very loose or in rigidly reductionist ways. 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 approach and the subject will explore the implications of this for various cultural practices especially in relation to the media.

#### **50421 WORLD CULTURE**

(6cp); 3 hpw

Studies a wide range (historically, politically and culturally) of attempts 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, etc.

#### **50422 SPECIAL INTEREST SEMINAR IN THE PHILOSOPHY OF CULTURE**

(6cp); 3 hpw

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); 3 hpw

The 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); 3 hpw

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, reproduction technologies.

### **50425 CULTURE AND THE AVANT-GARDES**

(6cp); 3 hpw

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 attendance is paid to wider social and political consequences of these predominantly cultural activities.

### **50431 RESEARCH AND REPORTING FOR JOURNALISM**

(8cp); 3 hpw

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 fieldwork and will concentrate on basic news reporting including reporting institutions, such as parliament, police, courts, business, 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); 3 hpw

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); 3 hpw

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**

(8cp); 3 hpw,

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 around a work-in-progress report, the second workshop will be a draft of the Final Project and the third and last seminar will be a presentation of the completed Final Project.

### **50440 JOURNALISM ATTACHMENT**

(8cp); 105 hrs

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.

### **50450 ADVANCED JOURNALISM THEORY**

(8cp); 3 hpw

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 1 (BA HONOURS)

See BA (Hons) entry for details.

### 50452 THESIS PROJECT 2 (BA HONOURS)

See BA (Hons) entry for details.

### 50453 THESIS WORKSHOP (BA HONOURS)

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); 3 hpw

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 studied 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); 3 hpw

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); 3 hpw

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-problematization; 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 course 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); 3 hpw

The course 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 (eg, visual representation and the representation of history; memory; nostalgia and the visual—from the photographic image through to such things as cinematic/television documentary; recent charged historical issues such as Vietnam, the Freedom Rides, AIDS and issues of representation, recent material

on pornography and gender etc). Not all of these media forms, theoretical perspectives or specific issues would be covered each year.

#### **50461 ORGANISATION AND CHANGE AGENTS**

(6cp); 3 hpw

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); 2 hpw,

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); 3 hpw

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 Grad Cert 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 which will be academically supervised by University staff members.

#### **50502 INTERNATIONAL POLITICS**

(6cp); 3 hpw

Analyses post-war political and economical 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); 3 hpw

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); 3 hpw

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); 3 hpw

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- and post-colonial histories of Latin America, Africa and the Middle East.



## 50508 NATIONALISM, POPULISM AND FASCISM

(6cp); 3 hpw

Focuses on fascism as a mass movement. Locates fascisms in particular historical moments and analyses them through political, economic and cultural perspectives. In particular, populism and nationalism, as central mobilising forces of fascist discourses, are examined; and the subject 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); 3 hpw

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 part of the course will explore theories of 'race' and 'ethnicity' in the context of ethnic mobilisation and ethnic politics.

## 50512 COMPARATIVE RELIGION

(6cp); 3 hpw

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); 3 hpw

Addresses the general questions, why do incarcerating institutions and practices develop and how do they function in specific societies? In order to investigate how the 'criminal' and the 'mad' are socially constructed as deviant in relation to the 'normal', the subject examines specific case studies of the social history of insanity and criminal imprisonment.

## 50515 AUSTRALIAN HISTORY

(8cp); 3 hpw

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 (eg, museum) forms. 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 depressions; political conflicts and cultural history.

## 50516 ORAL HISTORY

(6cp); 3 hpw

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 (re)construct history as they do. The methods and politics of interview questioning and of editing are also examined.

## 50517 RESEARCH PROJECT

(6cp); 3 hpw

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 include archival, newspaper and other printed material, manuscripts including letters and diaries, interviewing and participant observation, 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.

## 50518 AUSTRALIAN POLITICS

(6cp); 3 hpw

Examines the institutions of Australian politics in detail. Discusses issues (eg, constitutional change, electoral reform, the influence of the media) surrounding them.

Looks at the political organisation and role of trade unions, parties, pressure groups, the public service, and at current policy issues confronting governments.

#### **50519 HISTORY OF SOCIAL AND POLITICAL THOUGHT**

(6cp); 3 hpw

Looks at the history of utopias and utopian thinking in fiction, political writings and movements. Concentrates in particular on the relation between utopias and socialist theory; looks also at feminist utopias, science and utopias, and environmentalist themes in utopian ideas.

#### **50520 ASIAN AND PACIFIC POLITICS**

(6cp); 3 hpw

Focuses on the history and current situation of societies and States 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, 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); 3 hpw

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) relating to the Middle East and Asia.

#### **50590 HISTORY – SPECIAL SUBJECT**

(6cp); 3 hpw

Designed for those students who are interested in exploring particular issues which have arisen from their previous study of history in more depth. It is intended to have a flexible content and structure, depending on staff and student concerns that will determine the theme for any one semester. The theme may explore aspects of theory and historical method or 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); 3 hpw

Commences by exploring the epistemological status of various conceptions of 'science' and of 'magic'. The remainder of the subject examines magical, ritualised and symbolic aspects of 'healing' processes, including processes concerned with birth and death.

#### **50592 ABORIGINAL STUDIES**

(6cp); 3 hpw

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); 3 hpw

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 Aborigines 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); 3 hpw

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, as well as looking at the nature of international political and economic organisations.

**50600 MYTH AND ORAL TRADITION**

(6cp); 3 hpw

Introduces students to an important but neglected body of poetry in oral and written traditions, with regard to the mythologies of different cultures and their social significance. Poetry studied in this subject is almost exclusively the work of suppressed traditions, eg, 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); 3 hpw

A historical approach to the major theories (imitation, expression, decorum, imagination) of what makes a text a poem, and to the Schools of writing practice attached to these theories. There will be some attention to classical (Plato, Aristotle, Longinus) and early modern (Sidney, Boileau, Pope etc) theorists, 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); 3 hpw

Explores significant 20th century theories of performance and their relationship to performance practice.

**50606 PERFORMANCE WORKSHOP 2**

(6cp); 3 hpw

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); 3 hpw

Explores recent work in critical theory about gender and writing, 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; women's writing and social change.

**50612 AUSTRALIAN LITERARY TRADITIONS**

(6cp); 3 hpw

Examines major representative works of Australian fiction, poetry, and drama written between 1890 and 1970. Texts, topics and emphases vary but in general the emphasis is on the formative years of the modern period and on the best known and most influential writers. Currently the prose writers 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); 3 hpw

Takes the concept of an 'aesthetics' and especially modernistic aesthetics, as problematic for any study of culture. In particular, the post-modernist contemplation and lamentation of modernism is pursued. Students read and criticise a wide range of texts.

**50690 GENERIC FICTION 1**

(6cp); 3 hpw

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); 3 hpw

Continuation of 50690 Generic Fiction 1.

**50692 RECENT FICTION**

(6cp); 3 hpw

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); 3 hpw

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); 3 hpw

Introduces the fundamental concepts of traditional semiotics, and moves from that 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 codes. Draws on a wide range of examples of visual and verbal/literary texts and examine their interaction with other social texts

the context. The materials will be integrated thematically via an issue such as gender or race.

**50695 THE TEXTUAL CONSTRUCTION OF CHILDHOOD**

(6cp); 3 hpw

A consideration of texts written for, by and about children, which construct for adults and for 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, 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); 3 hpw

Permits a group of students, working on or off campus, to bring together the production and conceptual skills from a number of areas into a performance project to be devised and presented in an appropriate medium or mixed media.

**50697 TEXTUAL STUDIES SEMINAR**

(6cp); 3 hpw

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 poststructuralist 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); 3 hpw

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); 3 hpw

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, 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); 3 hpw

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); 3 hpw

This study of both textual and audience questions about television (and video, cable, etc) is not a subject about the economics and institutions of the industry, or policy questions, but looks at television discourse in the wider context of the institutions of television, and as a popular form.

**50704 RECENT HOLLYWOOD**

(6cp); 3 hpw

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); 3 hpw

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; close textual study of a large number of interrelated films.

**50706 FILM, GENDER AND DESIRE**

(6cp); 3 hpw

An examination of the debates about representation and sexual difference. Examples are drawn from virtually every kind of film making: 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); 3 hpw

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 fully covered in orthodox film theories and histories.

**50711 NATIONAL CINEMA**

(6cp); 3 hpw

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); 3 hpw

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 com-

munication. 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); 3 hpw

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); 3 hpw

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); 3 hpw

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 run by workshop. 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.

### **50718 GENDER, CULTURE AND POWER**

(6cp); 3 hpw

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.

### **50719 COMPARATIVE RELIGION**

(6cp); 3 hpw

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.

### **50720 CRIME, MADNESS AND SOCIETY**

(6cp); 3 hpw

Addresses the general questions, why do incarcerating institutions and practices develop and how do they function in specific societies? In order to investigate how the 'criminal' and the 'mad' are socially constructed as deviant in relation to the 'normal', the subject examines specific case studies of the social history of insanity and criminal imprisonment.

### **50790 FILM AUTHORSHIP**

(6cp); 3 hpw

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); 3 hpw

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); 3 hpw

How has the idea of 'Australia' been defined and refined through audiovisual 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); 3 hpw

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, objects that it frames.

### 50800 HISTORY AND THEORY

(8cp); 3 hpw

prerequisites two 200 or 300 level BA units with 'History' in the title [BA (Hons) Comm and BA (Hons) Soc Sci]

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, the political uses of history.

### 50801 APPLIED HISTORY PLACEMENT

(8cp); 3 hpw

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); 3 hpw

This unit introduces students to issues around the preservation, ordering and interpretation of material culture. Students 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 museum 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 SITES OF HERITAGE AND HISTORY

(8cp); 3 hpw

This course will explore theoretical approaches to the historical and political study of 'natural' and 'built' environment. Students will then apply this theoretical basis to critical analysis of policy and practice in contemporary heritage work, such as environmental and social impact assessment, heritage studies, conservation plans and aboriginal heritage.

### 50804 ORAL HISTORY AND MEMORY

(8cp); 3 hpw

This unit introduces students to the practice of oral history and to the theoretical questions that 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 VISUAL AND AURAL RECORDS**

(8cp); 3 hpw

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, the formal conventions of their use in a range of contexts; and 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); 3 hpw

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); 3 hpw

This unit will focus on history and popular culture. It examines a range of historical representation in popular forms such as historical novels, TV mini-series, 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, the privatised making of history and memory.

**50811 APPLYING ABORIGINAL HISTORY**

(8cp); 3 hpw

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); 3 hpw

This unit uses an 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); 3 hpw

prerequisites 16cp in either Writing major or Social, Political and Historical Studies major, [BA (Hons) Comm students] or Social Studies strand [BA (Hons) Soc Sci students]

This unit 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); 3 hpw

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); 3 hpw

Generally examines music as a cultural form and its different political purposes, particularly in relation to the generation and sustaining of cultural mythologies, as 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, 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); 3 hpw

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 it is studied more narrowly in relation 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); 3 hpw

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 have 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 sound-work. 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); 3 hpw

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. Also studies the construction of voices and their 'authority' and 'inflection' through an examination of cultural, social and political speaking positions and rhetorics. 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); 3 hpw

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 the cinema and television audience. 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; the soundtrack and the listener.

### 50906 SOUND AND DIFFERENCE

(6cp); 3 hpw

Locates sound both as 'lived experience' and as the object of knowledge within contemporary critical debates (feminisms, deconstruction, semiotics, etc). Focuses on the location of the 'listener' in a technological, aural environment, the position of voice, and the concept of alterity. This last is specifically studied in relation to feminism, the body, 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); 3 hpw

Designed for those students who are interested in exploring particular issues in more depth 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); 2l hps

Introduces students to issues in Australian society from the perspectives of the social sciences, drawing upon the literature of sociology and cultural. 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); 2l hps

Class for School of Design students.

### **51006 CREATIVE WRITING 2**

(4cp); 2l hps

Class for School of Design students.

### **51007 MEDIA STUDIES**

(4cp); 2l hps

for School of Design students

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 workplace settings.

### **51008 SOCIAL THEORY AND AUSTRALIAN SOCIETY 2**

(4cp); 2l hps

for 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); 3 hpw

This unit is concerned with the changing face of medicine as knowledge increases, technology changes and new skills are required. 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); 3 hpw

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); 2l hps

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); 3 hpw

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.

**51133 SOCIAL ISSUES IN HEALTH**

(6cp); 3 hpw

Concerned with the changing face of medicine and changing attitudes to health as knowledge increases, technology changes, 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 (hospital/physician caused illness), allocation of resources, the politics of health, genetic engineering, ethics, and so on. Students are encouraged to undertake projects in areas of particular interest. Assessment is by project and class presentation.

**51151 COMMUNICATION 2**

(3cp); 3 hpw

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); 3 hpw

An advanced subject in professional writing and speech for senior students of all faculties who need to communicate in organisations. Practical and theoretical approaches to communication and follows on from earlier communication studies. Emphasis is on speech and writing skill-building in workplace groups and management situations. Some areas covered in seminars and workshops include the writing of reports, submissions, proposals, directives, and speech skills in executive interviews, group decision making and negotiation, in 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 within seminars, and applied practically in workshop sessions.

**51370 HUMAN COMMUNICATION**

(3cp); 2 hpw

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); 2 hpw  
for Building Studies students

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 workplace settings.

**51519 INDUSTRIAL RELATIONS**

(8cp); 3 hpw

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 present-day attitudes in industry.

**51625 ENERGY AND THE ENVIRONMENT**

(8cp); 3 hpw

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); 3 hpw

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 and examines some modern classics in the literature on

urbanism, looking at the interaction of economic factors and specific technologies comparatively in a number of cities.

**51630 HEALTH, TECHNOLOGY AND SOCIETY**

(4cp); 3 hpw

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, abortion, and so on. 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 MA Thesis entry for details.

**51778 MA THESIS (HUMANITIES) P/T**

See MA Thesis entry for details.

**51987 PHD THESIS (HUMANITIES) P/T**

See PhD entry for details.

**51988 PHD THESIS (HUMANITIES) F/T**

See PhD entry for details.

**51989 DCA PROJECT F/T**

See DCA entry for details.

**51990 DCA PROJECT P/T**

See DCA entry for details.

**52001 HISTORY OF IDEAS**

(6cp); 3 hpw

A general introduction to some key issues in social science. Focuses on the problem of 'social order', via an exploration of arguments about power and authority, about exoticism and otherness, about inequality and exclusion, and about dissent. The material used in the course is drawn from a variety of cultural and historical contexts.

## 52002 POLITICS AND POLITICAL INSTITUTIONS

(6cp); 3 hpw

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.

## 52003 CULTURE, HISTORY AND SOCIETY

(6cp); 3 hpw

Societies are constructed around processes of communication. These can be studied from various perspectives: anthropological, psychological, linguistic and economic. Compare 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, ability to develop skills in the presentation of ideas and information to specific audiences. Lays the basis for further communications related courses.

## 52011 CONTEMPORARY AUSTRALIA

(6cp); 3 hpw

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.

## 52012 RESEARCH METHODS 1

(6cp); 3 hpw

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.

## 52013 ORGANISING

(6cp); 3 hpw

An introduction to theories of social change. Specific areas of organising are explored in more detail, eg, 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.

## 52021 PRACTICE OF POLITICAL RESEARCH

(8cp); 3 hpw

Political research concerns the application of intellectual skills to the understanding of power relations in various levels of society – the group, the organisation, the broader society. This subject explores the dynamics of political life through an examination of both individual values and beliefs, and organisational processes. The course primarily concentrates on qualitative methods of research, although students interested in more quantitative approaches such as public opinion polling will have the opportunity to implement them through class and individual exercises.

## 52022 RESEARCH METHODS 2

(8cp); 3 hpw

prerequisite 52012 Research Methods 1

Social scientists are increasingly involved in empirical research on complex social phenomena; however, 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 appropriate to the assessment of research, through a detailed examination of a number of research reports in a variety of fields of work.

## 52023 ADVANCED COMPUTER APPLICATIONS

(8cp); 3 hpw

The widespread use of computers in social research requires a range of skills and more particularly understandings, of the potential uses and drawbacks of various programs. This subject allows students to develop their own databases using a number of different programs, access on-line distant databases and networks, and

apply simple statistical procedures to data they have collected. A key element will be on critical awareness of the potential and limitations of machine-based data in human knowledge.

#### **52024 DISCOURSE ANALYSIS**

(8cp); 3 hpw

Focuses on the interconnections of language and power structures and covers modes of discourse analysis; defining and using 'discourse'; analysis of specific texts; discourse in history; and power, knowledge and discourse.

#### **52025 SOCIAL AND POLITICAL RESEARCH**

(8cp); 3 hpw

prerequisites 52012 Research Methods I, plus 16cp at 200 level in Applications strand, plus 16cp at 200 level in Studies strand

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.

#### **52026 SPECIALIST WRITING FOR THE SOCIAL SCIENCES**

(8cp); 3 hpw

Explores and develops a range of writing skills useful for practice in the social science professions. Discusses the history, production and use of various relevant types of text (pamphlets, press releases, submissions, reports, features), and develops the writing skills appropriate to producing such texts.

#### **52027 WRITING AND DESKTOP PUBLISHING**

(8cp); 3 hpw

prerequisite 50110 Computers and Information

Designed for Writing and Social Science students wishing to develop skills in desktop publishing for text-oriented material. Aims at an understanding of the theory and practice of integrating text and format. The subject is divided into lectures, practi-

cal workshops of students' writing, and the production of a final project desktop published in Pagemaker or a similar program.

#### **52028 MEDIA STRATEGIES**

(8cp); 3 hpw

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.

#### **52029 ORGANISING EEO**

(8cp); 3 hpw

corequisites 50461 Organisation and Change Agents [Grad Cert EEO students]; 52013 Organising [BA Soc Sci students]

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.

#### **52031 COMMUNITY WORK**

(8cp); 3 hpw

corequisite 52013 Organising

Community Work is used to describe processes as varied as organised social action to an alternative to a prison sentence. This subject is a skills-focused unit which builds on a theoretical understanding of social change and explores a range of problems in community intervention and how they can be addressed. These skills are valuable not only in specific neighbourhood situations, but more widely in more formal organisations. The subject offers a step-by-step examination of the issues faced by those seeking to bring about social change. These include identifying local needs, setting with other groups, participation in social planning, and the role of the professional worker in community work.

## 52032 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 (Comm) have access to the scheme through 53009 and 53010 Professional Attachment A and B.

## 52201 JOURNALISM 1

(8cp); 3 hpw

A general introduction to both the practice and theory of journalism. The broad range of possible styles of journalism and its links with other forms of media production will be discussed but the emphasis is on the production of news. Students will be introduced to basic reporting skills and undertake practical reporting assignments which they will examine 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 the journalists. A special topic will be the reporting of Aboriginal issues.

## 52202 CULTURAL TECHNOLOGIES, CULTURAL POLICY

(8cp); 3 hpw

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 an historical analysis of some instances of cultural technologies (eg, 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 (eg, heritage policy debates and museums), and examine debates about the implications of networking and interactive information technologies for specific cultural practices.

## 52203 NEWS PRODUCTION

(8cp); 3 hpw

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.

## 52209 COMMUNICATION, CULTURE AND THE LAW

(8cp); 3 hpw

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 its 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.

## 52211 URBAN CULTURE

(8cp); 3 hpw

Looks at the development of cities over the centuries, from the Greek Polis to the Multi Function Polis. Looks at the modernism and post-modernism as it affects the development of cities, particularly in architecture and art; environmental factors and changes; suburbanisation; changing transport patterns; urban consolidation; the role of councils; the impact social movements have had on the design and development cities.

### 52230 ABORIGINAL SOCIAL AND POLITICAL HISTORY

(8cp); 3 hpw

prerequisite 54113 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 Sciences and BEd in Adult Education. The subject 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 re-possession of traditional heritages in land and culture.

### 52256 DOCUMENTARY

(8cp); 3 hpw

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 research and script a documentary project.

### 52300 COMMUNICATION HISTORY

(8cp); 3 hpw

prerequisite 16cp at 200 level in the major. 54213 Australian History in the SPH 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.

### 52301 INTERNATIONAL COMMUNICATION

(8cp); 3 hpw

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.

### 52302 MEDIA, CULTURE AND IDENTITY

(8cp); 3 hpw

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 about 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.

### 52304 COMMUNICATIONS AND CULTURE RESEARCH PROJECT

(12cp); 3 hpw

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.



### 52310 ISSUES IN AUSTRALIAN POLITICS

(8cp); 3 hpw

prerequisites 542II Australian Politics or 52002 Politics and Political Institutions, plus a further 8cp at the 200 level in the major

This course 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 represented in these. 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.

### 52312 POPULAR HISTORIES

(8cp); 3 hpw

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 starting point for critique.

### 52313 ENVIRONMENT, HERITAGE AND HISTORY

(8cp); 3 hpw

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.

### 52316 POWER, RACE AND ETHNICITY

(8cp); 3 hpw

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, eg, 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); 3 hpw

prerequisites 542I2 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, structured relationships based on class, gender, race/ethnicity and age as well as the nature of subjectivity and identity. 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); 3 hpw

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); 3 hpw

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 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); 3 hpw

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 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 audio visual 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 an historical film or television series 3) a final major project

which involves script development or some aspect of film production, using an historical subject.

### 52323 HISTORY AND PHOTOGRAPHY

(8cp); 3 hpw

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.

### 52325 WRITING HISTORY

(8cp); 3 hpw

prerequisites 54213 Australian History, plus a further 8cp at the 200 level in the major

This unit introduces students to theoretical issues affecting the writing of history, focuses on a textual analysis of the writing of a range of well-known historians, and provides opportunities for student experimentation with different forms of historical writing. The historians whose work is examined include Gibbon, Macaulay, Strachey, Christopher Hill, E.P. Thompson, Joan Scott, George Arnold Wood, Manning Clark, and Robert Hughes. Questions of genre, audience and narrative are addressed, and particular attention is given to new developments in historical writing, and the influences on history of post-structuralist theory and postmodernism.

### 52330 THE POLITICS OF ABORIGINAL HISTORY

(8cp); 3 hpw

prerequisites T5510 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 Sciences 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 re-

search materials for the field of Aboriginal history, and will develop their skills in the analysis and use of these sources.

#### **52400 AUSTRALIAN COMMUNICATION POLICY**

(8cp); 3 hpw

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.

#### **52401 NEWS AND CURRENT AFFAIRS**

(8cp); 3 hpw

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 student's own journalistic production in the light of these different theoretical points of view.

#### **52404 INTERNATIONAL ASPECTS OF COMMUNICATION**

(8cp); 3 hpw

Examines some of the ways of 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.

#### **52406 LEGAL ASPECTS OF COMMUNICATION**

(8cp); 3 hpw

Aims to equip students with a working knowledge of those aspects of the law which directly impinge on media produc-

tion and consumption. Examines the way that 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 the law regulatory systems interaction with communication and will provide students with an opportunity to develop their general understanding of the law and its role in society.

#### **52414 COMMUNICATION AND CONTROL**

(8cp); 3 hpw

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. The extent to which political power is dependent on the media will be examined, as well as 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.

#### **52451 BA (HONS) SOCIAL SCIENCE HONOURS THESIS F/T**

(24cp)

This subject is the major Honours level unit within the BA (Hons) Soc Sci program. It allows students to cap their undergraduate and Honours seminar work with a sustained and advanced piece of scholarly research. Students are required over two semesters to produce a 12,000-15,000 word, original research thesis in the social sciences, approved by the Honours Committee, under the supervision of a staff member. Students will meet regularly with their supervisors for individual discussion of the progress of their work in the second semester of the Honours year.

#### **52452 BA (HONS) SOCIAL SCIENCE HONOURS THESIS P/T**

(24cp)

This subject is the major Honours level unit within the BA (Hons) Soc Sci program. It allows students to cap their undergraduate and Honours seminar work with a sustained and advanced piece of scholarly research. Students are required over four semesters to produce a 12,000-15,000 word,

original research thesis in the social sciences, approved by the Honours Committee, under the supervision of a staff member. Students will meet regularly with their supervisors for individual discussion of the progress of their work in the fourth semester of the Honours year.

#### **52453 BA (HONS) 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); 3 hpw

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); 3 hpw

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.

#### **52502 INTERNATIONAL POLITICS**

(8cp); 3 hpw

Focuses on the current internationalisation of environmental, political and social problems. Discusses the US-Japanese 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.

#### **52504 AUSTRALIA IN THE WORLD ECONOMY**

(8cp); 3 hpw

Provides an introduction to major theories of political economy, aspects of the modern world economy, and of 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, and political and historic context.

#### **52506 GENDER, CULTURE AND POWER**

(8cp); 3 hpw

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.

**52507 MAKING OF THE THIRD WORLD**

(8cp); 3 hpw

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. Then examines the histories and contemporary political structures of Latin America, Africa and the Middle East.

**52510 CULTURE, RACE AND ETHNICITY**

(8cp); 3 hpw

Concerned with exploring various theoretical accounts of race and ethnicity. Will focus on questions such 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.

**52512 COMPARATIVE RELIGION**

(8cp); 3 hpw

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.

**52514 POWER AND SOCIAL REGULATION**

(8cp); 3 hpw

Introduces students to different modes of social regulation in a country such as Australia. Focuses on regulation via organised knowledges and practices (eg, penal, psychiatric, sexual, medical); via the routinisation and ritualisation of everyday life and by the formal expression of the foregoing in institutional and administrative arrangements (education, law work etc). Students will be encouraged to develop work in combination with their production work, subject to negotiation with Subject Coordinators.

**✓52515 AUSTRALIAN HISTORY**

(8cp); 3 hpw

First 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; media history. Students are also encouraged to investigate their own past and see how this relates to the making of history within Australian cultures.

**52516 ORAL HISTORY AND MEMORY**

(8cp); 3 hpw

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 that 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, the impact of oral history on the practice of history generally.

**52518 ISSUES IN AUSTRALIAN POLITICS**

(8cp); 3 hpw

Examines the institutions of Australian politics in detail. Discusses issues (eg, constitutional change, electoral reform, the influence of the media, the role of interest groups) surrounding them. Looks at the political organisation and role of trade unions, parties, pressure groups, the public service, and at current policy issues confronting governments.

**52519 HISTORY OF SOCIAL AND POLITICAL THOUGHT**

(8cp); 3 hpw

This course explores the relationship between history and the development of social and political thought. It examines particular aspects of this relationship, with a focus upon specific topics. These may

include: history of feminist thought; utopian thought; systems of religious thought; the division of labour and social differentiation; the status of the individual; non-Western social and political thought; theories of domination; theories of colonial expansion; and theories of everyday life. The specific focus of the subject may vary from year to year.

#### **52520 ASIAN AND PACIFIC POLITICS**

(8cp); 3 hpw

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.

#### **52521 ORIENTALISM: CONSTRUCTS OF THE EAST**

(8cp); 3 hpw

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', ie, the cultural and political constructions that underwrite Australia's relations with West and East Asia.

#### **52590 HISTORY – SPECIAL SUBJECT**

(8cp); 3 hpw

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 (eg, the history of the Sydney region, feminist history, history of Australian media, etc).

#### **52592 ABORIGINAL STUDIES**

(8cp); 3 hpw

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.

#### **52593 PUBLIC AND SOCIAL POLICY**

(8cp); 3 hpw

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. It 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.

#### **52594 INTERNATIONAL POLITICAL ECONOMY**

(8cp); 3 hpw

Analyses the processes of restructuring of the global economy, and the internationalisation of national economics, and the implications for particular nation-States and communities in both the advanced capitalist and developing countries (the Third World), as well as considering theoretical insights developed from particular bodies of thought. Develops case studies based upon developments in the Asia-Pacific region.

**52625 ENERGY AND THE ENVIRONMENT**

(8cp); 3 hpw

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 confirmed) 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 represents of energy and its producers; and contemporary alternatives such as solar power.

**52630 SOCIAL ISSUES IN HEALTH**

(8cp); 3 hpw

Concerned with the changing face of medicine and changing attitudes to health as knowledge increases, technology changes, 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, ethics, and so on. Students are encouraged to undertake projects in areas of particular interest. Assessment is by project and class presentation.

**52632 POLITICAL ECONOMY OF TECHNOLOGY**

(8cp); 3 hpw

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, looking at 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 (eg, corporations, trade unions, governments)

**52800 HISTORY AND THEORY**

(8cp); 3 hpw

This course explores debates over the nature of history, historians, and the past. It looks at some long-standing and recent debates over such basic concerns as notions of historical truth, the questioning of the distinction between 'fact' and 'fiction', the discovery or construction of an historical past, and the relationship between historians and their audiences. In particular, it looks at the challenge recent post-modernist and post-structuralist theory poses to traditional historiography, and the debates that have arisen around this theory. Theorists and schools of thought to be considered include: the French 'Annales' school, Marxist historiography, Nietzsche and Levi Strauss, Bakhtin, Foucault, Joan Scott, Natalie Davis, Dominic La Capra, Hayden White, Edward Said.

**52811 APPLYING ABORIGINAL HISTORY**

(8cp); 3 hpw

Critically examines the constructions of Aboriginal history created by the discipline 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 with Aboriginal people.

**53000 OPEN UNIT A**

(6cp)

prerequisite completion of at least 16 subjects

Open Unit A is designed for special subject projects. There must be a written contract between student and lecturer, issued before enrolment date, stating the project, form of assessment and date of completion of project. Available in Autumn semester only.

**53002 SPECIAL TOPIC IN STUDIES A**

(2cp); 3 hpw

A subject 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 8 credit point subject.

**53003 SPECIAL TOPIC IN STUDIES B**

(4cp); 3 hpw

A subject 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 8 credit point subject.

**53004 SPECIAL TOPIC IN STUDIES C**

(6cp); 3 hpw

A subject 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 8 credit point subject.

**53005 SPECIAL TOPIC IN PRODUCTION A**

(2cp); 3 hpw

A subject 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 8 credit point subject.

**53006 SPECIAL TOPIC IN PRODUCTION B**

(4cp); 3 hpw

A subject 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 8 credit point subject.

**53007 SPECIAL TOPIC IN PRODUCTION C**

(6cp); 3 hpw

A subject 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 8 credit point subject.

**53009 PROFESSIONAL ATTACHMENT A**

(4cp); 3 hpw

prerequisite 48cp at 200 level

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 School 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) total of 8cp.

**53010 PROFESSIONAL ATTACHMENT B**

(4cp); 3 hpw

prerequisite 48cp at 200 level

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 School 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 A) total of 8cp.

**53100 WORD AND TEXT**

(8cp); 3 hpw

An introduction to textual analysis with the emphasis on recent developments in the areas of linguistics, semiotics, narratology and cultural studies, and on language not as an aesthetic medium, but as an agency of power.

**53101 SOUND AND IMAGE**

(8cp); 3 hpw

Students are given an introduction to an eclectic range of writings, visual and aural texts and work with these to concrete goals of understanding and production.

**53102 MAKING AUSTRALIA**

(8cp); 3 hpw

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); 3 hpw

A general introduction to both the practice and theory of journalism. The broad range of possible styles of journalism and its links with other forms of media production will be discussed but the emphasis is on the production of news. Students will be introduced to basic reporting skills and undertake practical reporting assignments which they will examine 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 the journalists. A special topic will be the Reporting of Aboriginal Issues.

**53151 THEORY AND RESEARCH: SOCIAL AND POLITICAL**

(8cp); 3 hpw

Deals with the relationship between theory and method in Social and Political Studies and the way in which various methodologies practices 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: the question of methodological individualism. Looks at a variety of research methods in relations to theoretical practices (liberal, Marxist, feminist, phenomenological etc).

**53152 TEXTUAL PRACTICES AND PLEASURES**

(8cp); 3 hpw

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 seminar/workshops. Lectures will develop questions of narrative theory introduced in 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/history, interviewing, reviewing, and auto/biography. One group of lectures will consider the social construction of the 'writer', book production/

distribution/consumption, and the interactions between the production of popular fictions/film/magazines/newspapers.

**53153 SCREEN**

(8cp); 3 hpw

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 debated, including 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, 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.

**53154 SOUND**

(8cp); 3 hpw

Aims to listen to the politics, economics, aesthetics and cultural differences of sound in a range of formats in radio (including radio features, documentary and journalism), in music recording, in performance, in the analysis of film and TV sound and in other contexts of hearing and making sound throughout everyday life. The main 'case study' for an integrated approach will be oral history where issues of interviewing, listening, and editing for cultural difference will be foregrounded. Conceptually, questions of authenticity, representation, differences between televisual and radiophonic format, sound-design and the function of memory will be addressed in the case study. The link between politics and aesthetics will be a key concern in this unit, particularly the different ways this link is articulated across genres, disciplines, professional ideologies, institutional practices, artistic contexts, news and documentary formats, and across 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); 3 hpw

Focuses on developing a range of critical and production skill used in the fields of interactive and integrated media. Emphasis is placed on 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. The relationship between computer technologies and the human interface is analysed in terms of race, class and gender. Also examines, through case studies, various research and development cultures, media control and regulation policy; presentation techniques used to speak to 'target' audiences, such as community groups, industry bodies and government organisations. The shifts from pre-industrial to post-industrial information society – telecommunications and monopoly capitalism.

**53156 PHILOSOPHIES AND CULTURES**

(8cp); 3 hpw

Will discuss the ways philosophies and cultural objects shift from one context, such as Europe, to another, Australia; ie, the importation of ideas, images, icons into Australia and the relation to colonialism. Will also address the question of translation/transformation, how ideas/objects are adapted to the new context, marketed and 'read'; eg, bogus histories of origin, idealised landscapes. Finally will discuss 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 sonically to express the interests of a post-colonial, multicultural Australia.

**53200 NEWS AND CURRENT AFFAIRS**

(8cp); 3 hpw

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

student's own journalistic production in the light of these different theoretical points of view.

**53201 THEORIES OF COMMUNICATION**

(8cp); 3 hpw

Investigate 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 being 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 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); 3 hpw

Aims to equip students with a working knowledge of those aspects of the law which directly impinge on media production and consumption. Examines the way that 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 the law regulatory systems interaction with communication and will provide students with an opportunity to develop their general understanding of the law and its role in society.

**53203 COMMUNICATION AND CONTROL**

(8cp); 3 hpw

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. The extent to which political power is dependent on the media will be examined, as well as 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); 3 hpw

Introduces students to some of the major thinkers and concepts in social and political theory. Discusses their relevance for contemporary issues and their place ongoing debates. May include an examination of theoretical approaches to issues such as: individualism, gender, ethnicity, social stratification, social cohesion, citizenship, amongst others.

### **53205 AUSTRALIAN POLITICS**

(8cp); 3 hpw

Examines the institutions of Australian politics in detail. Discusses issues (eg, constitutional change, electoral reform, the influence of the media, the role of interest groups) surrounding them. Looks at the political organisation and role of trade unions, parties, pressure groups, the public service, and at current policy issues confronting governments.

### **53206 AUSTRALIA IN THE WORLD ECONOMY**

(8cp); 3 hpw

Provides an introduction to major theories of political economy, aspects of the modern world economy, and of 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, and political and historic context.

### **53207 MAKING OF THE THIRD WORLD**

(8cp); 3 hpw

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. Then examines the histories and contemporary political structures of Latin America, Africa and the Middle East.

### **53208 ENERGY AND THE ENVIRONMENT**

(8cp); 3 hpw

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); 3 hpw

Concerned with exploring various theoretical accounts of race and ethnicity. Will focus on questions such 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); 3 hpw

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.

### **53211 URBAN CULTURE**

(8cp); 3 hpw

Looks at the development of cities over the centuries, from the Greek Polis to the Multi Function Polis. Looks at the modernism and post modernism as it affects the development of cities, particularly in architecture and art; environmental factors and changes; suburbanisation; changing transport patterns; urban consolidation; the role of councils; the impact social movements have had on the design and development cities.

**53212 AUSTRALIAN HISTORY**

(8cp); 3 hpw

First 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; 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); 3 hpw

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. Will explore the relationship between journalists and their sources, and the relationship between journalism and the institutions which are the subject of much daily reporting (parliament, the courts, police, large companies, etc).

**53214 BROADCAST JOURNALISM**

(8cp); 3 hpw

prerequisite 53213 Journalism Practice

Provides an introduction to broadcast journalism both in radio and TV. The development and structure of the various organisational settings in which broadcast journalism is practised are outlined and the relationship between program makers and station management examined. 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); 3 hpw

prerequisite 53213 Journalism Practice

Designed to introduce students to the skills involved in feature writing. Aims to give students 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 techniques of researching, interviewing and writing will be practised and critiqued. Ethical considerations will be discussed in the context of particular examples of production.

**53216 PRINT PRODUCTION AND SUBEDITING**

(8cp); 3 hpw

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 practice the conventions of subediting and computer layout. In this context, the impact of electronic technology on print production is explored.

**53218 POWER AND SOCIAL REGULATION**

(8cp); 3 hpw

Introduces students to different modes of social regulation in a country such as Australia. Focuses on regulation via organised knowledges and practices (eg, penal, psychiatric, sexual, medical); via the routinisation and ritualisation of everyday life and by the formal expression of the foregoing in institutional and administrative arrangements (education; law work etc). Students will be encouraged to develop work in combination with their production work, subject to negotiation with Subject Coordinators.

**53219 ABORIGINAL STUDIES**

(8cp); 3 hpw

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); 3 hpw

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, etc) and their relation to current performance practice, with particular emphasis on Directing, Improvisation and Performance Analysis.

### **53222 TEXTUAL POETICS**

(8cp); 3 hpw

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'. Foregrounds 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); 3 hpw

prerequisite 53222 Textual Poetics

Involves research into particular formations involving texts, writers and textualities (eg, Bloomsbury, Harold Park, the hard boiled School of detective writing, modernism and the avant-garde). The relationships between the writers, the 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, the publishing industry.

### **53224 GENERIC FICTION 1**

(8cp); 3 hpw

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 under these titles 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); 3 hpw

prerequisite 53222 Textual Poetics

Continuation of 53224 Generic Fiction 1.

### **53226 FICTION WORKSHOP A**

(8cp); 3 hpw

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, point-of-view.

### **53227 FICTION WORKSHOP B**

(8cp); 3 hpw

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); 3 hpw

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-modern-

ism. 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); 3 hpw

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).

### **53230 PRINT CULTURES**

(8cp); 3 hpw

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, 'fanzness', 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); 3 hpw

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); 3 hpw

prerequisite 53222 Textual Poetics

Ordinarily focuses on questions of how Australia has been constructed in various literatures at particular colonial and post-colonial moments, however may also focus on other national cultures in any semester. Involves close reading a number of historical and contemporary texts and identify the generic, discursive and poetic strategies involved in narrating the nation. Does not aim to produce a notion of national identity, rather investigates the strategies involved in deploying cultural production in this way.

### **53240 PUBLIC RELATIONS: PROCESS AND PRACTICE**

(8cp); 3 hpw

Public Relations is essentially an applied social science relying heavily on communication expertise in interpersonal, group and organisational settings. 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); 3 hpw

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 the implications these have on professional practice.

### **53242 COMMUNITY RELATIONS**

(8cp); 3 hpw

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.

tion and the development of definite policies to safeguard and protect the community's amenities and environment.

### **53243 PUBLIC RELATIONS: MEDIA STRATEGIES**

(8cp); 3 hpw

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.

### **53250 FILM AND VIDEO 1**

(8cp); 3 hpw

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 16mm (non-sync) camera and sound, crew roles and practices when shooting a film or video, lighting, video and 16mm 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); 3 hpw

prerequisite 53250 Film and Video I

Introduces students to 16mm sync sound film production. Class exercises are designed to increase understanding of the technical aspects of the various crew roles in a 16mm production: direction, cinematography, camera operator, camera assistant, first assistant, sound recordist, boom operator, editing. Students rotate roles on two main 16mm exercises which are then taken through editing, tracking, to sound mix stage. Students are provided with basic skills of 16mm 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); 3 hpw

prerequisite 53250 Film and Video I

Is the main focus on 'video' production within the film and video major and thus provides students from the School of Humanities' courses with a comprehensive understanding of this production medium. Also provides opportunities to contextualise knowledge from the course in related production environments in the video industries and media arts areas. Aims at providing students with a comprehensive introduction to both single camera and multicamera studio production techniques. These techniques include: the operation of portable, location video camcorders; crewing for location shoots; the operation of a small multicamera studio environment; studio crewing techniques; post production techniques in edit decision listing and off-line management; an introduction to the video on-line editing environment; introductory video budgeting and scheduling for productions.

### **53253 DRAMA**

(8cp); 3 hpw

prerequisite 53250 Film and Video I

Develops students' abilities to communicate with actors, and to develop appropriate visual style for their programs. 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); 3 hpw

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. Also extends the level of technical skills which a student has reached in previous units in the major. Students may only work in media, or using the technical base equipment that they have learned in other units. There will be no opportunity to learn new equipment in this



unit. Is available for students to take a project from basic idea through all stages to a completed project.

### **53255 ANIMATION AND VIDEO GRAPHICS**

(8cp); 3 hpw

prerequisite 53250 Film and Video I

Introduces students to film and video animation from idea, script, storyboard, artwork, preproduction 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, 16mm, or video production.

### **53256 DOCUMENTARY**

(8cp); 3 hpw

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); 3 hpw

Scriptwriting is an essential and often critically important step in the conceptual development of film/video/television project, 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, the environment of screenwriting as it is in this country.

### **53260 RECENT HOLLYWOOD**

(8cp); 3 hpw

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). Other issues explored concern post-modernism, intertextuality and mixed genre forms.

### **53261 SCREENING AUSTRALIA**

(8cp); 3 hpw

How has the idea of 'Australia' been defined and refined through audiovisual 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); 3 hpw

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 the deeper wishes, fears and dreams of that public.

### **53263 TELEVISION AND POPULAR CULTURE**

(8cp); 3 hpw

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); 3 hpw

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, 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); 3 hpw

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 performances styles and techniques in film and television as well as examining specifically 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); 3 hpw

Explores various innovative practices of visual representation across media (painting, photography, film, video, installation), concentrating on some significant cultural producers (Bacon, Warhol, Sherman, Kruger, Mapplethorpe, Koons, Haacke, Ruiz, Godard, Fassbinder, Marker, Snow, Viola, Callas). Also concentrates on some of the innovative theoretical writing attached to some of these artistic practices (eg, the writing of Derrida, Marin, Foucault, Crary, Wollen, Mellencamp, de Lauretic, Deleuze, Lyotard, Krauss, Deutsch, Ross, Marcus, 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); 3 hpw

Examines various of the filmic, televisual and video image, and the practices and theories associated with these conceptions. Is particularly concerned with questions of temporality and movement in relation to the moving image which will be explored through ideas of montage and in-shot movement and stasis. Screenings will include a wide variety of work of work, ranging from the French New Wave to Latin American cinema.

#### **53268 DOCUMENTARY CINEMA**

(8cp); 3 hpw

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); 3 hpw

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 also discussed in relation to these absences and presences. Also studies the construction of voices and their 'authority' and 'inflection' through an examination of cultural, social and political speaking positions and rhetorics. It 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); 3 hpw

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 – music, radio, sound performance, poetry, film – in which the manipulation of sound plays an important part. Specific theoretical and literary texts are considered in the context of a variety of radio and film pieces. Also aims to provide a foundational set of critical terms for understanding the intellectual economy of the relations between 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); 3 hpw

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. Emphasis is given to the often contradictory nature of contemporary political, commercial and bureaucratic organisations which control the production and distribution of mediated 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 (eg, Muzaks, surveillance systems etc). A sound institution is, throughout, defined as an organisation of technological sound which implements some form of influence, control, information dispersal (eg, Muzaks, surveillance systems etc). A sound institution is, throughout, defined as an organisation of technologised sound which implements

some form of influence, control, information dispersal or technological representation of sound.

**53273 POLITICS OF POPULAR SONG**

(8cp); 3 hpw

A cultural studies course which covers both popular music with a political agenda and the politics of the popular music industry. Subject areas covered 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); 3 hpw

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); 3 hpw

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 contempo-

rary practices – with an equal emphasis on audio design, script/score and studio production – and extends post production studio techniques in multitracking, in sound treatment and in 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 also be given to students who wish to present research essays as final projects.

### **53276 SOUNDTRACK AND THE IMAGE**

(8cp); 3 hpw

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 the cinema and television audience. Also aims to give 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; the soundtrack and the listener.

### **53277 SOUND DESIGN**

(8cp); 3 hpw

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 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.

### **53278 ON-AIR STUDIO**

(8cp); 3 hpw

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, inter-

viewing, 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 eg, breakfast style, miscellany, and magazine programs. Also recommended for students outside the radio major with an interest in radio as a live broadcast medium.

### **53279 ADVANCED SOUND DESIGN – RADIO**

(8cp); 3 hpw

This unit 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. Though with different emphases, students in both strands work on the post production treatment of sound.

### **53280 ADVANCED SOUND DESIGN – VISUAL**

(8cp); 3 hpw

Prepares students of sound in the design, preplanning, location-production and post production of sound for visual. Stresses innovative approaches to sound design for visual, in which sound is designed rather than merely added to the finished visual product. Students will be introduced to both live and studio based methods of sound-recording and to a broad range of digitally processed, multitrack approaches to the mixing and post-syncing of sound.

### **53281 RADIO LOCAL**

(8cp); 3 hpw

Deals with questions relating to local and regional radio, in particular community, ethnic, Aboriginal and Pacific region broadcasting. At both a theoretical and practical level introduces issues of and skills of cross-cultural media production, addressing 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 also deals with networking and marketing of alternative radio in Australia and the Pacific.

### 53284 ADVERTISING 1

(8cp); 3 hpw

A theory/production unit that offers a theoretical and critical introduction to analysing the practices and strategies of the advertising and public communications industries. Involves tracing the historical, political, economic and cultural forces which these industries have had on capitalism, both locally in Australia as well as 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, the discourses and professional practices of the workers within the various departments and agencies. Questions how alternative, dissenting voices can make themselves heard from.

### 53285 ADVERTISING 2

(8cp); 3 hpw

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; use of semiotics, textual theory and post-structural developments in analysis. Covers the history of advertising and the media; what political, economic and cultural forces were affecting specific developments in various industries. Offers production skills in how to manipulate and integrate text with images and sound into 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); 3 hpw

This unit 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, 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 (Christies). Art as commodity fetish/aesthetic. Appropriation of artworks by advertising (eg, Saatchi & Saatchi) and vice versa – the property laws of the original artwork, copyright. Role of television and the press in popularising art.

### 53287 DESKTOP PUBLISHING AND DESIGN

(8cp); 3 hpw

A production subject that critically examines the impact of desktop publishing on society as well as encouraging 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 the future work environments. How to set up a DTP workshop ergonomically.

### 53288 AUSTRALIAN ADVERTISING CULTURE

(8cp); 3 hpw

Examines the history, culture, theory and practice of advertising in Australia. Deals with how an agency works in all its account and creative departments. How an agency works with clients, media and market research companies. Also works practically 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 eg, print/radio/video/computer/DTP project. A 2000 word essay/report is to accompany the major project which is presented to the class at the end of semester.

### 53289 INTEGRATED MEDIA

(8cp); 3 hpw

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); 3 hpw

Introduces the conceptualisation of a number of contemporary cultural problems through the work of Friedrich Nietzsche; viz. the implications of the difference between moral systems and ethical practices, the will to power in religions/knowledges/bureaucratic institutional practices etc. Western forms of nihilism and their contemporary manifestations, questions concerning aesthetics and the potential of the artist.

### 53291 WORLD CULTURE

(8cp); 3 hpw

Studies a wide range (historically, politically and culturally) and attempts 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); 3 hpw

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 Rene 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); 3 hpw

Addresses post-Lacanian theories of subjectivity, in particular feminist theories such as Julia Kristeva, Luce Irigaray, Michelle Le Doeuff, Catherine Clement and Helene Cixous. 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 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); 3 hpw

Addresses the general questions: Why and how do incarcerating institutions, knowledges, 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); 3 hpw

The ways 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); 3 hpw

The 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); 3 hpw

The content of this unit will vary between a number of different modes of image composition eg, cinema, painting and the 'fine arts', electronic/mathematical image making etc. Provides a philosophical approach to the development of image-concepts in these different modes; ie, cinematographic, painterly, photographic, computer graphic concepts of time/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); 3 hpw

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 and to more technical applications, in fields such as design, criticism and philosophy.

### 53300 INTERNATIONAL ASPECTS OF COMMUNICATION

(8cp); 3 hpw

Examines some of the ways of 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); 3 hpw

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); 3 hpw

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 with a socialist and formerly socialist political systems.

### 53303 ORIENTALISM: CONSTRUCTS OF THE EAST

(8cp); 3 hpw

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' – ie, the cultural and political constructions that underwrite Australia's relations with West and East Asia.

#### **53304 INTERNATIONAL POLITICAL ECONOMY**

(8cp); 3 hpw

Analyses the processes of restructuring of the global economy, and the internationalisation of national economics, and the implications for particular nation-States and communities in both the advanced capitalist and developing countries (the Third World), as well as considering 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); 3 hpw

Examines case studies of decision making in Australia politics. Looks at the various processes and areas in which policy decisions are produced, and at the actors and interests represented in these. 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); 3 hpw

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, theories of everyday life.

#### **53307 ASIAN AND PACIFIC POLITICS**

(8cp); 3 hpw

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); 3 hpw

Focuses on the current internationalisation of environmental, political and social problems. Discusses the US – Japanese 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.

#### **53309 FILM, TELEVISION AND HISTORY**

(8cp); 3 hpw

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); 3 hpw

Is broadly concerned with introducing students to either comparative religion or to bodies of thought concerned with magic and witchcraft. The content will vary from year to year. Concerned with considering phenomena such as systems of religious beliefs and practices, or magical beliefs and practices, as culturally and historically located knowledges. Considers the way in which symbols work in the organisation of knowledge.

#### **53311 APPLYING ABORIGINAL HISTORY**

(8cp); 3 hpw

Critically examines the constructions of Aboriginal history created by the discipline 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 with Aboriginal people.



**53312 POPULAR HISTORIES**

(8cp); 3 hpw

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 starting point for critique.

**53313 ENVIRONMENT, HERITAGE AND HISTORY**

(8cp); 3 hpw

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); 3 hpw

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. It 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); 3 hpw

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 (eg, the history of the Sydney region, feminist history, history of Australian media, etc).

**53316 SOCIAL SCIENCE SPECIAL PROJECT**

(8cp); 3 hpw

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); 3 hpw

Will explore, in depth, both current issues arising in the communications and media fields, and recent theoretical debates which relate these areas. From time to time will involve an analysis of issues which overlap across studies areas (eg, Communications Studies and Textual Theory), and across studies and production areas (eg, Communication Studies and Journalism).

**53318 INFORMATION, DESIGN AND TECHNOLOGY**

(8cp); 3 hpw

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); 3 hpw

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, looking at 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 (eg, corporations, trade unions, governments).

### 53320 INVESTIGATIONS

(8cp); 3 hpw

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 of 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); 3 hpw

prerequisite 53214 Broadcast Journalism

An advanced radio journalism course through which students will get an understanding of the production of talks 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); 3 hpw

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); 3 hpw

prerequisite 53214 Broadcast Journalism

Deals with the production of television journalism in the field and 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); 3 hpw

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); 3 hpw

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. The project 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); 3 hpw

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); 3 hpw

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); 3 hpw

prerequisite 53222 Textual Poetics

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); 3 hpw

prerequisite 53222 Textual Poetics

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); 3 hpw

prerequisite 53222 Textual Poetics

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); 3 hpw

prerequisite 53222 Textual Poetics

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); 3 hpw

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 etc, are invited to participate.

### **53336 SPECIAL WRITING WORKSHOP A**

(8cp); 3 hpw

A unit designed to meet the need 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, non-fiction writing.

### **53337 SPECIAL WRITING WORKSHOP B**

(8cp); 3 hpw

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, advanced work in the novel.

### **53338 GENRE WRITING**

(8cp); 3 hpw

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); 3 hpw

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); 3 hpw

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 an historical view of the theory and practice of public relations, survey 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); 3 hpw

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.

### **53343 SOCIAL ISSUES IN HEALTH**

(8cp); 3 hpw

Concerned with the changing face of medicine and changing attitudes to health as knowledge increases, technology changes, 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, ethics, and so on. Students are encouraged to undertake projects in areas of particular interest. Assessment is by project and class presentation.

### **53350 SCRIPT PRODUCTION AND DESIGN**

(8cp); 3 hpw

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 preproduction 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. The opportunity for that exists in a separate unit. Provides students with a strong basis of script development and preproduction, from which to enter a Project class, or develops a project within other units. They may develop a project which they pursue after the degree.

### **53351 EXPERIMENTAL FILM AND VIDEO**

(8cp); 3 hpw

prerequisite one of 53251 Film 2, or 53252 Video 2, or 53255 Animation and Video Graphics

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. Examines the ways in which the process of production affects innovative work.

### **53352 PROJECT DEVELOPMENT AND THE INDUSTRY**

(8cp); 3 hpw

prerequisite one of 5325I Film 2 or 53252 Video 2

May be taken in various ways. In cases where students requires a whole year to produce a project they may take two subjects, 53352 Project Development and the Industry and 53353 Project 2, taken over two semesters using 53352 for preproduction or preproduction and the shoot, and using 53353 the following semester to complete. Assessment in this subject is not dependent on completion of the project. Alternatively students may use 53352 to complete a project in one semester. In either case students must come to the subject with a final draft script in the case of a drama, and a full treatment in the case of a documentary or experimental film. The Advanced Animation Project may be taken under similar guidelines with a student using 53352 Project Development and the Industry to do drawing and planning, say, and using 53353 Project 2 to shoot and post-produce a film or video animation. Alternatively, they may use this subject to make an animation project.

### **53353 PROJECT 2**

(8cp); 3 hpw

prerequisite one of 5325I 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, and evidence of work

already done on preproduction 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. It 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); 3 hpw

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); 3 hpw

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 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); 3 hpw

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); 3 hpw

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 understanding this new medium.

### 53358 SCREEN STUDIES PROJECT

(8cp); 3 hpw

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 communal enquiry. There will be a sense of 'groundbreaking' in the course, insofar as the topics under investigation will not be fully covered in orthodox film theories and histories.

### 53360 PHILOSOPHIES OF SOUND

(8cp); 3 hpw

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); 3 hpw

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); 3 hpw

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 which have been foregrounded 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); 3 hpw

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); 3 hpw

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); 3 hpw

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, preproduction 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, distribution and account managing. 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 from clients ranging from small community groups to corporate enterprises. Also takes the student through the practical skills of making a TV ad as well as how to presenting ideas to the client at the various stage of production.

### **53366 INTERACTIVE MEDIA**

(8cp); 3 hpw

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); 3 hpw

As a studies/production mix, this unit focuses on a special topic of contemporary debate in the field of advertising and communications (eg, the representation of women in advertising, cigarette sponsorship in sport, 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, A/V 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 eg, for radio, press, TV or the classroom.

### **53368 ADVERTISING PROJECT**

(8cp); 3 hpw

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 with both client and lecturer, discussing all stages of preproduction, 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); 3 hpw

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); 3 hpw

The content will be varied between a number of contemporary philosophies which have implications for reconceptualising the individual/society couple, the notion of desire as founded on lack, 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: ie, in re-thinking the notions of individuation, desire and ethics in a range of social and cultural spheres. Two such philosophies of contemporary relevance are presented. One is Gilles Deleuze and Felix Guattari's practical, constructivist philosophy which by stressing the exteriority of forces and relations is able to produce a viable alternative to traditional Western metaphysical systems. The other one is the philosophies of alterity and the 'general economy' developed by Georges Bataille, Maurice Blanchot, Emmanuel Levinas especially in their critique of totalisation and homogenisation in relation to desire and the social.

### **53372 CULTURES OF NATIONALISM AND FASCISM**

(8cp); 3 hpw

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 nation-

alism as a central mobilising force – both within and outside a fascist context, and, in particular, in Australia.

### **53373 PROJECT IN PHILOSOPHY OF CULTURE**

(8cp); 3 hpw

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 16 credit points.

### **54100 WORD AND TEXT**

(5cp); 2 hpw

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, post-modernism, literary and other cultural texts are regarded as representational systems which are read differently according to different theoretical perspectives; feminism, post-colonialism, 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 possible (eg, how does a narrative analysis or a consideration of genre differ from an author-based interpretation?).

### **54101 SOUND AND IMAGE**

(5cp); 2 hpw

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 are produced.

#### **54102 MAKING AUSTRALIA**

(5cp); 2 hpw

This unit is 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); 2 hpw

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); 2.5 hpw

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); 3 hpw

prerequisite I9cp at I00 level/ Stage I

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); 3 hpw

prerequisite I9cp at I00 level/Stage I

The course 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); 3 hpw

prerequisite I9cp at I00 level/Stage I

This studies course will introduce students to the main concepts and methods of the field of Cultural Studies. It is the foundation course 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 (eg, the city, performing popular culture, bodies and sexualities, critiques of anthropology).

#### **54114 WRITING 1**

(6cp); 3 hpw

prerequisite I9cp at I00 level/Stage I

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) 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, adaptation of writing between genres.

#### **54115 FILM AND VIDEO 1**

(6cp); 3 hpw

prerequisite 19cp at 100 level/ Stage I

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); 3 hpw

prerequisite 19cp at 100 level/ Stage I

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); 3 hpw

prerequisite 19cp at 100 level/ Stage I

This course is designed to introduce students to key issues of journalism and the media; to introduce students 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 2 hpw for 8 weeks  
prerequisite 19cp at 100 level/ Stage I

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 2 hpw for 8 weeks  
prerequisite 19cp at 100 level/ Stage I

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 2 hpw for 8 weeks  
prerequisite 19cp at 100 level/ Stage I

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 2 hpw for 8 weeks  
prerequisite 19cp at 100 level/ Stage I

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 of them gaining 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 sound-track.

## **54200 AUSTRALIAN COMMUNICATION POLICY**

(8cp); 3 hpw

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); 3 hpw

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 its 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); 3 hpw

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 an historical analysis of some instances of cultural technologies (eg, 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 (eg, heritage policy debates and museums), and examine debates about the implications of networking and interactive information technologies for specific cultural practices.

## **54203 NEWS PRODUCTION**

(8cp); 3 hpw

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); 3 hpw

prerequisite 54111 Social and Political Theory

This course will focus on global political and economic structures and problems. It will examine the role of the IMF, World Bank, United Nations and GATT and assess 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); 3 hpw

prerequisite 54111 Social and Political Theory

This course examines the institutions of Australian politics in detail. It discusses issues (eg, constitutional change, electoral reform, the influence of the media, the role of interest groups) surrounding them. It looks at the political organisation and role of for example, parties, pressure groups, the public service, and at current policy issues confronting governments.

## **54212 POWER AND SOCIAL REGULATION**

(8cp); 3 hpw

prerequisite 54111 Social and Political Theory

The unit will introduce students to different modes of social regulation in a country such as Australia. The course will focus on regulation via organised knowledge and practices (eg, penal, psychiatric, sexual,

medical); via the routinisation and ritualisation of everyday life and by the formal expression of the foregoing in institutional and administrative arrangements (education; law work etc). Students will be encouraged to develop work in combination with their production work, subject to negotiation with Subject Coordinators.

#### 54213 AUSTRALIAN HISTORY

(8cp); 3 hpw

prerequisite 54111 Social and Political Theory

This unit first 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; media history. Students are also encouraged to investigate their own past and see how this relates to the making of history within Australian cultures.

#### 54230 ABORIGINAL SOCIAL AND POLITICAL HISTORY

(8cp); 3 hpw

prerequisite T5510 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 Sciences and BE in Adult Education. The subject 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 re-possession of traditional heritages in land and culture.

#### 54231 ABORIGINAL PEOPLE AND THE MEDIA

(8cp); 3 hpw

prerequisite T5510 Aboriginal Cultures and Philosophies or 54110 Media, Culture, Society

Aboriginal People and the Media is a subject offered at an intermediate stage in the Aboriginal Studies major, and is also available as a subject in the Communication and Cultural Industries major. It is a unit 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); 3 hpw

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 the relationship between journalism and the institutions which are the subject of much daily reporting (parliament, the courts, police, large companies, etc). Students will produce a series of short stories from their chosen 'round.'

#### 54241 PRINT FEATURES

(8cp); 3 hpw

prerequisite 54240 Journalism 2

This course 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); 3 hpw

prerequisite 54240 Journalism 2

The course 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 practice the conventions of subediting and computer layout. The impact of electronic technology on print production is a major focus of the course.

#### 54243 RADIO JOURNALISM

(8cp); 3 hpw

prerequisites 54117 Journalism I or 54152 Radio Basic for students from non-Journalism major

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); 3 hpw

prerequisites 54117 Journalism I, 54153 Video Basic for students from non-Journalism major

This unit deals with the production of television journalism in the field and 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); 3 hpw

prerequisite 54114 Writing I

This production course will introduce students to the field of ficto-critical writing through reading of the diverse 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); 3 hpw

prerequisite 54114 Writing I

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; eg, 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; post-modern performance.

#### 54252 NARRATIVE WRITING

(8cp); 3 hpw

prerequisite 54114 Writing I

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); 3 hpw

prerequisite 54114 Writing I

Writing for Performance 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, writing to be heard

#### 54260 ANIMATION

(8cp); 3 hpw

prerequisite 54115 Film and Video I

(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, preproduction, to production and post production. A broad range of animation techniques are 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); 3 hpw

prerequisite 54115 Film and Video I

(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 verité 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. Students who enter the unit with a scripted short documentary idea which is at the preproduction stage will be able to undertake the production of this project in lieu of research, scriptwriting and practical exercises if approved by the lecturer.

#### **54262 DRAMA**

(8cp); 3 hpw

prerequisite 54115 Film and Video I

This subject will develop 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); 3 hpw

prerequisite 54115 Film and Video I

This unit introduces students to 16mm sync sound film production. Class exercises are designed to increase understanding of the technical aspects of the various crew roles in a 16mm production: direction, cinema-

tography, camera operator, camera assistant, first assistant, sound recordist, boom operator, editing. Students rotate roles on three main 16mm exercises which are then taken through editing, tracklaying, to sound mix stage. Students are provided with basic skills of 16mm 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); 3 hpw

prerequisite 54115 Film and Video I

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); 3 hpw

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 scene.

#### **54271 CINEMA STUDY**

(8cp); 3 hpw

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); 3 hpw

prerequisite 54112 Cultural Studies

This course 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. The course 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. The course 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.

#### **54273 GENRE STUDIES**

(8cp); 3 hpw

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); 3 hpw

prerequisite 54112 Cultural Studies

This unit is 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 – music, radio, sound performance, poetry, film – in which the manipulation of sound plays an important part. Specific theoretical and literary texts are considered in the context of a variety of radio and film pieces. Via this study, the course also aims to provide a foundation set of critical terms for understanding the intellectual economy of the relations between the key terms, sound, music and noise – and how shifting perceptions of these relations influence a diverse range of practices. These include 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 of subjectivity.

#### **54275 THEORIES OF CULTURE**

(8cp); 3 hpw

prerequisite 54112 Cultural Studies

This unit introduces the conceptualisation of a number of contemporary cultural problems through the work of Friedrich Nietzsche; viz. the implications of the difference between moral systems and ethical practices, the will to power in religions/knowledge/bureaucratic institutional practices etc. Western forms of Nihilism and their contemporary manifestations, questions concerning aesthetics and the potential of the artist.

#### **54276 THEORIES OF SUBJECTIVITY**

(8cp); 3 hpw

prerequisite 54112 Cultural Studies

This unit will address the question of the crisis of subjectivity which is related to a crisis in modernity. It will discuss the

development of the modern notion of the 'sovereign subject' from the philosophy of Rene Descartes and its transformations in the 18th Century and 19th Century 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. The unit will focus 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.

#### **54290 ADVERTISING: PRODUCTION AND CRITICISM**

(8cp); 3 hpw

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 ad agencies and relationship to clients and freelancers. Students will be introduced to key production skills such as concept development, copywriting, art direction and layout; focusing on the areas of print and radio advertising. The unit will examine the ways in which consumer markets are constructed and consumers are positioned as subject, drawing upon semiotic, feminist, psychoanalytic, behaviourist, Marxist and aesthetic approaches to the study of the advertising image market.

#### **54291 DESKTOP PUBLISHING AND DESIGN**

(8cp); 3 hpw

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 preproduction and post production implications of DTP, ie, market research, printing and binding, marketing and distribution. Will be of interest across the degree and in Graduate Diploma courses.

#### **54292 HYPERMEDIA**

(8cp); 3 hpw

prerequisite 54116 Audiovisual Media Production or 54115 Film and Video I

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); 3 hpw

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 course 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); 3 hpw

prerequisite 54116 Audiovisual Media Production

This course 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 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); 3 hpw

prerequisite 16cp at 200 level in the major;  
54213 Australian History in the SPH 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); 3 hpw

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); 3 hpw

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 about 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); 3 hpw

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 vs 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); 3 hpw

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); 3 hpw

prerequisites 54211 Australian Politics or 52002 Politics and Political Institutions, plus a further 8cp at the 200 level in the major

This course 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 represented in these. 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); 3 hpw

prerequisite l6cp 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 de-colonisation.

#### **54312 MAKING OF THE THIRD WORLD**

(8cp); 3 hpw

prerequisite l6cp at the 200 level in the major

Introduction to theoretical approaches to Third World studies; general problems affecting Third World hunger, poverty, over-population, health, underdevelopment, militarisation and dictatorship; lack of human rights; the third world debt problem. In following weeks we will examine specific areas: Latin America, Africa and the Middle East.

#### **54313 GENDER, CULTURE AND POWER**

(8cp); 3 hpw

prerequisite l6cp 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); 3 hpw

prerequisite l6cp at the 200 level in the major

After providing an introduction to different bodies of political-economic thought, this course 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); 3 hpw

prerequisite l6cp 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. The content of the course will vary from year to year.

#### **54316 POWER, RACE AND ETHNICITY**

(8cp); 3 hpw

prerequisite l6cp 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, eg, 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); 3 hpw

prerequisites 54211 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, structured relationships based on class, gender, race/ethnicity and age as well as the nature of subjectivity and identity. 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); 3 hpw

prerequisite l6cp at the 200 level in the major

This unit will look at the development of cities over the centuries, from the Greek Polis to the Multi Function Polis. It will look at modernism and post modernism as it affects the development of cities, particu-

larly in architecture and art; environmental factors and changes; suburbanisation; changing transport patterns; urban consolidation; the role of councils; the impact social movements have had on the design and development of cities.

#### **54319 SOCIAL ISSUES IN HEALTH**

(8cp); 3 hpw

prerequisite l6cp at the 200 level in the major

This unit is concerned with the changing face of medicine and changing attitudes to health as knowledge increases, technology changes, new skills are acquired. It 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; ethics and so on. Students are encouraged to undertake projects in areas of particular interest. Assessment is by project and class presentation.

#### **54320 SOCIAL MOVEMENTS**

(8cp); 3 hpw

prerequisite l6cp 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); 3 hpw

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 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.

#### **54322 FILM, TV AND POPULAR HISTORY**

(8cp); 3 hpw

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 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 an historical film or television series 3) a final major project

which involves script development or some aspect of film production, using an historical subject.

### **54323 HISTORY AND PHOTOGRAPHY**

(8cp); 3 hpw

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); 3 hpw

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 that 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, the impact of oral history on the practice of history generally.

### **54325 WRITING HISTORY**

(8cp); 3 hpw

prerequisites 54213 Australian History, plus a further 8cp at the 200 level in the major

This unit introduces students to theoretical issues affecting the writing of history, focuses on a textual analysis of the writing of a range of well-known historians, and provides opportunities for student experimentation with different forms of historical writing. The historians whose work is examined include Gibbon, Macaulay, Strachey, Christopher Hill, E.P. Thompson, Joan Scott, George Arnold Wood, Manning Clark, and Robert Hughes. Questions of genre, audience and narrative are addressed, and particular attention is given to new developments in historical writing, and the influences on history of post-structuralist theory and post-modernism.

### **54326 SOCIAL, POLITICAL AND HISTORICAL PROJECT**

(12cp); 3 hpw

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 or both theoretical development and empirical research within a nominated discipline or in interdisciplinary study.

### **54330 THE POLITICS OF ABORIGINAL HISTORY**

(8cp); 3 hpw

prerequisites T5510 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 Sciences 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.

### **54331 ABORIGINAL FORMS OF DISCOURSE**

(8cp); 3 hpw

prerequisites T5510 Aboriginal Cultures and Philosophies and one 200 level unit in the Aboriginal Studies major or the unit can be taken as part of the Cultural Studies major

Aboriginal Forms of Discourse is an advanced unit in the Aboriginal Studies major, and is also available for students in Cultural Studies. It is a unit 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, or both text and context, deriving from the disciplines of cultural studies and textual studies.

#### **54332 ABORIGINAL STUDIES PROJECT**

(12cp); 3 hpw

prerequisites T5510 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 taken 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 as an individual or in groups. Students negotiate the project through a learning contract.

#### **54340 ELECTRONIC PUBLISHING**

(8cp); 3 hpw

prerequisites 54240 Journalism 2, plus a further 8cp at 200 level in the major

This course 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); 3 hpw

prerequisites 54240 Journalism 2, plus a further 8cp at 200 level in the major

The course 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); 3 hpw

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); 3 hpw

prerequisites 54243 Radio Journalism, plus a further 8cp at 200 level in the major

The course 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); 3 hpw

prerequisites 54240 Journalism 2, plus a further 8cp at 200 level in the major

The course 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); 3 hpw

prerequisites 54244 Television Journalism I, 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); 3 hpw

prerequisites 16cp at 200 level, plus 8cp at 300 level in the major

The subject gives students the opportunity to carry out an in-depth journalism project which is of publishable/broadcast quality. The project will be supervised and can be carried out either in groups or individually. The project 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); 3 hpw

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, writing for children.

#### **54351 SCREENWRITING**

(8cp); 3 hpw

prerequisites 54114 Writing I, plus either 54253 Writing for Performance or 54115 Film and Video I

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 ten to 20 minute screenplay, from storyline to final draft.

#### **54352 SOUND PERFORMANCE**

(8cp); 3 hpw

prerequisite 54251 Performance Workshop

This course concentrates on innovative areas of writing for sound, sound-performance and sound text. The course 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 be addressed to contemporary practices – with an equal emphasis on audio design, script/score and studio production – and will extend post production studio techniques in multi-tracking, in sound treatment and in 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); 3 hpw

prerequisite 54251 Performance Workshop

A production course 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, as well as undertaking a short research project related to the dramatic text or texts being workshopped.

#### **54354 WRITING WORKSHOP**

(8cp); 3 hpw

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. Prerequisite may apply in some cases.

#### **54355 WRITING AND PERFORMANCE PROJECT**

(12cp); 3 hpw

prerequisite minimum 30cp. Approval of project proposal

The Writing and Performance 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 into the unit.

### **54360 EXPERIMENTAL**

(8cp); 3 hpw

prerequisites 54115 Film and Video I 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); 3 hpw

prerequisites 54115 Film and Video I, 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); 3 hpw

prerequisite 54115 Film and Video I

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 preproduction 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. The opportunity for that exists in a separate unit.

The unit provides students with a strong basis of script development and preproduction, from which 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); 3 hpw

prerequisites 54115 Film and Video I or 54153 Video Basic, plus 54290 Advertising: Production and Criticism

The subject develops the 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, preproduction 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 ads on a wide range of issues from clients ranging from small community groups to corporate enterprises. Students are required to individually or in groups produce a television ad 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); 3 hpw

prerequisite either 54263 Film 2 or 54264 Video 2 or 54294 Sound Design

Through the detailed study of soundtracks for film and television from both design and technical perspectives students are introduced to the elements of soundtrack: sound design, sound recording both location and studio, Foley, tracklay and sound mixing.

Students will undertake collaborative work with a fellow student in the major on a short film to develop a soundtrack from design to mix. 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, in which sound is designed rather than merely added to the finished visual product.

#### **54365 FILM, VIDEO, TV PROJECT A**

(8cp); 3 hpw

prerequisites 54115 Film and Video I, 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 preproduction, 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 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); 3 hpw

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 preproduction, 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 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); 3 hpw

prerequisites 54115 Film and Video I, 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, preproduction 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); 3 hpw

prerequisite 54112 Cultural Studies, 54276 Theories of Culture is recommended

The content of this unit will be varied between a number of contemporary philosophies which have implications for reconceptualising the individual/society couple, the notion of desire as founded on lack, 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; ie, in 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. Gilles Deleuze and Felix Guattari's practical, constructivist philosophy which by stressing the exteriority of forces and relations is able to produce a viable alternative to traditional Western metaphysical systems.
2. The philosophies of alterity and the 'general economy' developed by Georges Bataille, Maurice Blanchot, Emmanuel Levinas especially in their critique of totalisation and homogenisation in relation to desire and the social.

#### **54371 FORMATIONS OF MUSIC**

(8cp); 3 hpw

prerequisite 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, dance music etc) 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, and 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); 3 hpw

prerequisite 54273 Genre Study

This course 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); 3 hpw

prerequisite 54276 Theories of Subjectivity or 54275 Theories of Culture

The ways 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); 3 hpw

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, eg, cinema, painting and the 'fine arts', electronic/mathematical image making etc. The unit provides a philosophical approach to the development of image-concepts in these different modes; ie, cinematographic, painterly, photographic, computer graphic concepts of time/space, body and movement, memory, perception and affects. The content of the unit will vary depending on which mode of image-composition is taught.



**54375 READING DIFFERENCE**

(8cp); 3 hpw

prerequisite 54273 Genre Study

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. It explores the reading practices involved in understanding issues of representation. The unit contrasts theories of representation with theories of ethical self-formation.

**54376 SOUND SEMINAR**

(8cp); 3 hpw

prerequisites 54274 Sound Studies, plus 54371 Formations of Music

Sound Seminar will consist of a core course plus small tutorial strands. The course is a preparatory seminar for final project work. Sound Seminar is 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.

**54377 TECHNOLOGY AND CULTURE**

(8cp); 3 hpw

prerequisite 8cp in the major at 200 level

The 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); 3 hpw

prerequisites 54273 Genre Study, 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); 3 hpw

prerequisite 8cp in the major at 200 level

The unit studies a wide range (historically, politically and culturally) and attempts 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); 3 hpw

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 16 credit points.

**54390 ADVANCED SOUND DESIGN – RADIO**

(8cp); 3 hpw

prerequisite 54294 Sound Design

This subject 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. Though with

different emphases, students in both strands work on the post production treatment of sound.

#### **54391 RADIO SEMINAR**

(8cp); 3 hpw

prerequisite 54390 Advanced Sound Design – Radio

Radio Seminar consists of core work plus small tutorial strands. The subject can be used as a preparatory seminar for final project work. Radio Seminar is 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. The treatment will be accompanied by a 'rationale' which integrates analysis of the concepts, forms and formats of the projected production.

#### **54392 ADVERTISING COMMUNICATION STRATEGIES**

(8cp); 3 hpw

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 involved in 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 audiovisual 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 – montage, mise-en-scene, framing, rear projection, music, narration, etc.

#### **54393 INTERACTIVE MULTIMEDIA**

(8cp); 3 hpw

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, 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 preproduction 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); 3 hpw

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); 3 hpw

prerequisite 54293 Public Relations: Process and Practice

In this subject 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 the implications these have on professional practice.

### **54396 COMMUNICATION, SOUND, IMAGE PROJECT**

(12cp); 3 hpw

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, eg, 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 these resources. 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 structures 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,

which will contain evidence of a range of practical activities they have carried out in an area or aspect of the information provision of interest to the individual student. 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, 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; also designed to make students aware of the environment for information provision and the variables influencing this environment. Learning strategies include lectures, tutori-

als, 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 and 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 and 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. In it, 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, and it is designed to draw together, explore in depth and extend the central concepts, theories and models introduced in the earlier subjects of the sequence. 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 give 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. 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)

prerequisite 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)

prerequisites 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.

#### **55150 INFORMATION METHODS 1C**

(4cp)

Students will understand the methods of organising information to ensure retrieval; analyse information materials according to content, subject and form; describe, evaluate and apply methods of classifying and indexing information materials; and describe, evaluate and apply methods of compiling subject heading lists, indices and abstracts.

#### **55219 PROFESSIONAL STUDIES 2**

(4cp)

prerequisite 55119 Professional Studies I

Students will be expected to identify and refine personal and professional values; to identify, describe and carry out career planning and preparation tasks; to demonstrate proficiency in developing a learning contract to fulfil personal and professional goals; and to plan a portfolio in relation to a professional goal.

#### **55221 PUBLISHING**

(4cp)

Introduces students to formal and semi-formal (grey) publishing in Australia; develops an understanding of social, legal commercial and ethical issues affecting publishing in Australia; raises awareness of the roles and functions of professionals involved in the publication process; and introduces students to skills used in the publication process.

#### **55222 BIBLIOGRAPHIC CONTROL**

(4cp)

Examines the methods of organising and controlling information resources to ensure retrieval; methods of bibliographic description to ensure identification and control of information resources; institutional and organisational contexts within which bibliographic control takes place; and the role of bibliographic control utilities in bibliographic control.

#### **55230 INFORMATION USERS 2C**

(4cp)

Introduces basic concepts in information behaviour especially as these concepts apply to the education environment; students will develop skills in reading studies of information behaviour; develop awareness of at least two approaches to the reference interview; be able to identify characteristics of a range of services offered by library and information agencies and to identify those services that should be offered by school libraries; become aware of a range of issues associated with provision of services; and relate individual services to a typology of services based on the level of involvement with the content of information resources and level of involvement between user and mediator.

#### **55240 INFORMATION RESOURCES 2C**

(3cp)

Students will assess current developments in curriculum areas in relation to the bases of curriculum theory; identify the role of educational research in curriculum development; assess the role of the teacher-librarian as a resource in the curriculum development process; analyse the role of print and non-print resources in developing, supporting, and extending the school curriculum; and evaluate curriculum resources.

#### **55250 INFORMATION METHODS 2C**

(4cp)

prerequisite 55150 Information Methods IC

Students will be assisted to understand the methods of organising and controlling information to ensure retrieval; analyse information materials according to identification and control; describe, evaluate and apply methods of identifying and controlling information for retrieval; and identify the problems of information retrieval and the library's response to such problems.

#### **55302 STATISTICS 2**

(4cp)

prerequisite 55202 Statistics I

Examines the major concepts and assumptions relevant to parametric and non-parametric techniques; students will be assisted to become proficient in the analysis of data using 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 packages; and to understand the function and uses of a number of multivariate techniques.

### **55303 RESEARCH METHODS 1**

(4cp)

prerequisite 55202 Statistics I

Students will be expected to demonstrate awareness of a variety of ways of achieving knowledge; to identify the major types of disciplined inquiry methods used in information science; to describe the strengths and weaknesses of the scientific research model; to demonstrate proficiency in the skills necessary to carry out a research study based on the focus questions of Bachelor of Applied Science in Information Studies; and to critically evaluate the adequacy of a research proposal and the information science literature.

### **55310 SUBJECT INFORMATION RESOURCES**

(4cp)

prerequisite 55120 Information Science I

Examines information resources of selected disciplines within the broad subject areas of the humanities, the social sciences and the pure and applied sciences. The nature of the disciplines, and the ways in which people concerned with them generate, communicate and use information will also be examined.

### **55311 INDEXING**

(4cp)

Reviews and extends knowledge of indexing theory; evaluates conceptual frameworks of indices with a view to choosing appropriate approaches to constructing them for particular purposes; develops skills in the application of theory to the task of indexing; examines types of abstracting, and abstracting processes; and assesses the impact of information technology in the design, construction and use of indices.

### **55319 PROFESSIONAL STUDIES 3**

(6cp)

prerequisite 55219 Professional Studies 2

Students will carry out a range of professional activities set out in the professional portfolio plan developed in 55219 Professional Studies 2, and as agreed in the learning contract. Students will also identify, negotiate and plan a professional level project which is based in the practice of

information and provides the opportunity to apply and synthesise knowledge gained in the classroom to a real information problem.

### **55330 INFORMATION USERS 3C**

(4cp)

prerequisite 55230 Information Users 2C

Students will analyse critically empirical research studies; synthesise the findings of empirical research studies; relate the findings to a school library/information situation; and make recommendations based on the findings for new and/or existing services.

### **55350 INFORMATION METHODS 3C**

(4cp)

prerequisites 55150 Information Methods 1C, 55250 Information Methods 2C

Students will examine the school library as a complex system and as an organisation; describe, evaluate and apply methods of organising school libraries and information services in relation to other organisations; allocate financial provision in relation to preparation of estimates and budget control; describe and evaluate the utilisation of personnel within school libraries and be aware of the principles of personnel management; know the principles of developing architectural briefs for the designing of facilities for school library services; describe, evaluate and apply methods of acquiring curriculum resources and of organising, controlling and making available such materials for use; consider methods of evaluating the educational effectiveness of the school library; and be able to compile and maintain statistics and prepare and submit reports relevant to the development of library service; devise objectives for service and carry out plans for implementation, promotion and innovation.

### **55403 RESEARCH METHODS 2**

(4cp)

prerequisite 55303 Research Methods I

Students will become familiar with a number of social science research designs; design and carry out a research study, specifically select a research design appropriate for a particular problem; develop a valid, reliable and useful data collection instrument; collect and analyse and present data; discuss the implications of the findings for the problem and make specific recommendations if appropriate; and



introduce selected aspects of research as it relates to consultancy work carried out by information professionals.

#### **55415 ADMINISTRATIVE TECHNIQUES IN INFORMATION PROVISION**

(4cp)

prerequisite: 51103 Work, Organisation and Society

Introduces models and concepts of organisational structure; develops an understanding of the impact of organisational structure on the individual; identifies key aspects in the process of resource management, such as the ordering of priorities, resource analysis and task analysis; develops an awareness of techniques for resource management; examines a range of methods of work group organisation and determines their strengths and weaknesses for particular situations; develops an understanding of the concepts and principles of evaluation; and develops, implements and assesses criteria and methods for evaluating information products and services.

#### **55418 INFORMATION DISSEMINATION**

(4cp)

prerequisite 55218 Techniques for Information Production

Students will be assisted to become aware of the techniques available for the identification of audiences/markets for different kinds of published and broadcast information; to demonstrate competency in using and evaluating relevant technologies in the print and broadcast media; to acquire skills in the composition and preparation of a range of information products; to be aware of the protocols, conventions and legal restraints associated with the print and broadcast media; to be aware of the major channels for promoting, distributing and disseminating print and broadcast information; and to acquire skills in publicity techniques.

#### **55419 PROFESSIONAL STUDIES 4**

(8cp)

prerequisite 55319 Professional Studies 3; students must be in the final year of their course

Reviews the professional portfolio plan and associated learning contract developed in Professional Studies 2; completion of a project in an actual information provision

situation and development of the student's professional portfolio; assessment of the adequacy of the completed portfolio, including the project.

#### **55430 INFORMATION USERS 4C**

(3cp)

Students will present a group evaluative synthesis of the viewpoints on a current issue in school librarianship, and a particular point of view on a current issue in school librarianship based on a critical reading of the literature. On the basis of a critical reading of the literature, students will write an essay on a current issue in school librarianship and participate effectively in group discussion.

#### **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 and product design to 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.

## **55510 INFORMATION COLLECTION MANAGEMENT**

(4cp)

prerequisites 55220 Information Science 2, 55320 Information Science 3

Identifies the range and purposes of information collections; examines concepts of inventory control and management as they apply to information collections; evaluates models of information collection, development and the impact on collection policy of environmental, legal and other factors; identifies, evaluates and uses effectively, bibliographic and other aids for selection of information and material for addition to collections; examines methods of acquiring and maintaining relevance to the collection of information and materials from internal and external sources; evaluates approaches to the control and circulation of information and materials; and examines means of monitoring and evaluating the effectiveness of information collections.

## **55511 RECORDS MANAGEMENT**

(4cp)

prerequisites 55320 Information Science 3, 55420 Information Science 4, 55415 Administrative Techniques in Information Provision

Introduces key concepts and theories relevant to the management of records; describes and analyses the organisational, administrative, legal and ethical contexts of records programs; introduces processes and techniques for the development, implementation and evaluation of records systems; develops competence in solving problems in the management of records; and develops a set of principles for practice in records management.

## **55515 MANAGEMENT FOR INFORMATION PROVISION**

(4cp)

prerequisite 55415 Administrative Techniques in Information Provision

Introduces key concepts and theories relevant to the management of information organisations and services; develops an understanding of the processes and techniques of management; develops an awareness of concepts and accountability; examines principles important to the management of staff; and introduces techniques to the management of staff.

## **55520 INFORMATION SCIENCE 5**

(6cp)

prerequisites 55220 Information Science 2, 55320 Information Science 3

Brings an understanding of the concepts of information design to the planning of information products and services; assists in an appreciation of the range of variables in information design situations; develops an appreciation of value-added processes in the production of information products and services; identifies and evaluates frameworks for the evaluation of information, and analyses approaches to dissemination of information within the context of information provision.

## **55601 TARGET GROUP STUDIES – BUSINESS**

(4cp)

prerequisite 55320 Information Science 3; corequisite 55420 Information Science 4

Extends and applies the general principles of information practice identified through the major in Information Science, to an information provision situation focused on a specific target group; identifies the characteristics of a target group, which impinge on information behaviour; identifies the generators of information within and directed towards a specific target group; analyses the range and type of information resources available for particular target groups, and the specialised systems for organisation and retrieval of these information resources.

## **55602 TARGET GROUP STUDIES – CHILDREN AND YOUNG ADULTS**

(4cp)

prerequisite 55320 Information Science 3; corequisite 55420 Information Science 4

Extends and applies the general principles of information practice identified through the major in Information Science, to an information provision situation focused on a specific target group; identifies the characteristics of a target group, which impinge on information behaviour; identifies the generators of information within and directed towards a specific target group; analyses the range and type of information resources available for particular target groups, and the specialised systems for organisation and retrieval of these information resources.

### **55603 TARGET GROUP STUDIES – EDUCATION**

(4cp)

prerequisite 55320 Information Science 3;  
corequisite 55420 Information Science 4

Extends and applies the general principles of information practice identified through the major in Information Science, to an information provision situation focused on a specific target group; identifies the characteristics of a target group, which impinge on information behaviour; identifies the generators of information within and directed towards a specific target group; analyses the range and type of information resources available for particular target groups, and the specialised systems for organisation and retrieval of these information resources.

### **55604 TARGET GROUP STUDIES – ETHNIC COMMUNITIES**

(4cp)

prerequisite 55320 Information Science 3;  
corequisite 55420 Information Science 4

Extends and applies the general principles of information practice identified through the major in Information Science, to an information provision situation focused on a specific target group; identifies the characteristics of a target group, which impinge on information behaviour; identifies the generators of information within and directed towards a specific target group; analyses the range and type of information resources available for particular target groups, and the specialised systems for organisation and retrieval of these information resources.

### **55605 TARGET GROUP STUDIES – GOVERNMENT**

(4cp)

prerequisite 55320 Information Science 3;  
corequisite 55420 Information Science 4

Extends and applies the general principles of information practice identified through the major in Information Science, to an information provision situation focused on a specific target group; identifies the characteristics of a target group, which impinge on information behaviour; identifies the generators of information within and directed towards a specific target group; analyses the range and type of information resources available for particu-

lar target groups, and the specialised systems for organisation and retrieval of these information resources.

### **55606 TARGET GROUP STUDIES – HEALTH**

(4cp)

prerequisite 55320 Information Science 3;  
corequisite 55420 Information Science 4

Extends and applies the general principles of information practice identified through the major in Information Science, to an information provision situation focused on a specific target group; identifies the characteristics of a target group, which impinge on information behaviour; identifies the generators of information within and directed towards a specific target group; analyses the range and type of information resources available for particular target groups, and the specialised systems for organisation and retrieval of these information resources.

### **55607 TARGET GROUP STUDIES– RECREATION**

(4cp)

prerequisite 55320 Information Science 3;  
corequisite 55420 Information Science 4

Extends and applies the general principles of information practice identified through the major in Information Science, to an information provision situation focused on a specific target group; identifies the characteristics of a target group, which impinge on information behaviour; identifies the generators of information within and directed towards a specific target group; analyses the range and type of information resources available for particular target groups, and the specialised systems for organisation and retrieval of these information resources.

### **55608 TARGET GROUP STUDIES– WELFARE**

(4cp)

prerequisite 55320 Information Science 3;  
corequisite 55420 Information Science 4

Extends and applies the general principles of information practice identified through the major in Information Science, to an information provision situation focused on a specific target group; identifies the characteristics of a target group, which impinge on information behaviour; identifies the generators of information within

and directed towards a specific target group; analyses the range and type of information resources available for particular target groups, and the specialised systems for organisation and retrieval of these information resources.

#### **55620 INFORMATION SCIENCE 6**

(8cp)

prerequisites 55420 Information Science 4, 55520 Information Science 5

Analyses and evaluates theories of the nature and classification of knowledge and information; identifies the foundations on which the information science knowledge base has been built, with particular reference to scientific research models; and analyses key concepts in information science, and historical perspectives.

#### **55744 INFORMATION TECHNOLOGY**

(6cp)

Explores the implications and impacts on organisations, society in general, and individuals of the application of information technology from a number of perspectives including social, political, industrial, economic; develops an understanding of the information technology policy at all levels of government; and develops knowledge and understanding of concepts and applications of information technology in organisations.

#### **55745 INFORMATION MANAGEMENT**

(6cp)

Assists students to recognise and measure the value and contribution of information to an organisation's effectiveness; to identify and evaluate different theories and strategies for managing information to support an organisation's objectives; and to evaluate factors and issues affecting information in the organisation.

#### **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; 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; to identify, describe and assess the 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 will 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, and to develop an awareness of the role of technology as a management tool as well as 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 to become proficient in the analysis of data using 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; 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, 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. In- 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 Provi-

sion 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 re-structuring and re-packing 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.

#### **55954 RESEARCH AND QUANTITATIVE METHODS 3**

(6cp)

prerequisite 55953 Research and Quantitative Methods 2

Students will assess the strengths and weaknesses of a number of research designs in terms of specific information problems; develop a research proposal; and evaluate a research study.

#### **55960 MAJOR RESEARCH PROJECT 1**

(12cp)

prerequisites 55854 Information Consolidation, 55952 Information Science Seminar, 55954 Research and Quantitative Methods 3

#### **55961 MAJOR RESEARCH PROJECT 2**

(12cp)

prerequisites 55854 Information Consolidation, 55952 Information Science Seminar, 55954 Research and Quantitative Methods 3

The research project provides an opportunity for students to research a detailed problem or question with orientation towards information consolidation processes and the theoretical knowledge base of information practice. Students are expected to investigate questions and problems which reflect this orientation and which allow them to pursue four aims: identify possible solutions and answers to problems/questions in information consolidation; build on the theoretical knowledge base of information practice; make a contribution to the literature; and prepare an information product (research project report) which gives evidence of high-level competence in information consolidation.



### **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; and to read and use inferential techniques; 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 the effectiveness of the proposal; 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.

### **56001 COMMUNICATION 1: FOUNDATIONS OF COMMUNICATION**

(5cp)

Extends an understanding of, and competence in, intrapersonal and interpersonal communication processes which form the basis of communication competence and 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 I

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 influencing small group communication patterns including personality dimensions, stages of group development, 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 I

Increase students' awareness of factors that influence communication processes in organisational contexts. Overviews 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 communicational



aspects of specific skills of interviewing, staff training, 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, 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, academia etc.

#### **56007 PUBLIC RELATIONS PRINCIPLES**

(6cp)

Enables students to define public relations within the context of communication studies and 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.

### **56105 VIDEO PRODUCTION**

(4cp)

Extends the range of skills in information production which are introduced in 55218 Techniques for Information Production. This is a practical subject and students will carry out extensive work in the studio and on location. Students will acquire the capacity to plan and produce a video-based information product.

### **56111 COMMUNICATION 1: INTERPERSONAL COMMUNICATION**

(4cp)

Considers a variety of factors which affect the way we construct meaning and hence the way we communicate. Such factors include perception, values, attitudes, beliefs, images of self and others, culture and language, practical skills in listening and assertion.

### **56116 INTRODUCTION TO PUBLIC RELATIONS**

(4cp)

This is the first of two subjects to concentrate on this specialised area of organisational communication. Students with an interest in a career in public relations, either as part of an in-house public relations department, or within a public relations consultancy, will be attracted to this elective. Topics include the theory and practice of public relations, public relations and its impact upon organisations, setting communication goals and implementing communication programs for private and public organisations, public relations in consumer, employee, government, professional, and trade association areas.

### **56216 PUBLIC RELATIONS PRACTICE**

(4cp)

The publicity practice area of public relations assists students to develop skills in a wide variety of writing styles. Topics include defining news, news writing, gathering information, media relations, writing for broadcast, print production techniques, and planning publicity.

### **56314 COMMUNICATION 3A: COMMUNICATION IN SMALL GROUPS**

(4cp)

A continuation of 56111 Communication 1. Provides knowledge about how to lead and work effectively with people in groups. Some of the fields covered include organising and leading committee meetings; resolving conflicts in groups; guiding decision making; understanding effective/ineffective groups; assisting achievement of satisfaction from group participation

### **56414 COMMUNICATION 4A: ORGANISATIONAL COMMUNICATION**

(4cp)

Extends the study of face-to-face interaction more broadly into organisational settings and provides the essential background for effective organisational communication. Topics include the organisational communication system; barriers and gateways to communication in organisations; communication skills in organisations; presentational and written communication; organisation communication diagnosis and change; training programs in organisations; the new communications technology and the future of communication in organisations.

### **56514 COMMUNICATION 5A: MASS COMMUNICATION**

(4cp)

The latest trends in mass communication. Topics include mass communication; the evolution of new technologies; analysis of mass media messages, analysis of mass media audiences; public relations and information; campaigns: gaining access to the media; impacts of the mass media; telecommunications and future studies; and practical television work in the television production studio.

### **56604 ADVERTISING AND MEDIA MANAGEMENT**

(4cp)

Focuses on the knowledge and skills necessary for promotion, advertising and management of the media in a business environment. Topics include advertising and theoretical perspectives; the regulation of advertising; campaign development; the

nature and usage of different media; advertising as persuasion; advertising in the marketing mix.

#### **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 function; 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 appertaining 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.

#### **56802 COMMUNICATION AND MEDIA STUDIES IN EDUCATION**

(2cp)

Aims to develop an understanding of interpersonal and mass communication practice and theory within the applied context of contemporary education. Students will also examine the implications of new communication technology and research evidence on the impact of media on children, and investigate communication education in Australian schools.

#### **56901 HUMAN COMMUNICATION**

(6cp)

Helps students to understand the processes of interpersonal communication and its influence in the school; to understand the importance of non-verbal communication in the classroom; to be able to identify the variables that affect information processing in the classroom; to develop skills in, and evaluate the process of, small group communication; to identify variables that affect teacher influence in the classroom; to understand the nature of communication barriers in the classroom; to become familiar with the educational ramifications of intercultural communication.

#### **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 affect 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; 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.

### **56904 COMMUNICATION IN THE EDUCATIONAL ENVIRONMENT**

(3cp)

Examines the processes of interpersonal and group communication in the broader context of the professional relationships engaged in by classroom teachers. Will provide teacher education students with a range of basic communication competencies which can be applied to the expanding roles teachers will be expected to play as educators.

### **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 and 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 in 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.

### **57977 MA THESIS (INFORMATION STUDIES) F/T**

See MA Thesis entry for details.

### **57978 MA THESIS (INFORMATION STUDIES) P/T**

See MA Thesis entry for details.

### **57987 PHD THESIS (INFORMATION STUDIES) P/T**

See PhD entry for details.

### **57988 PHD THESIS (INFORMATION STUDIES) F/T**

See PhD entry for details.

### **59316 COMMUNICATION SKILLS- ESSAY WRITING**

(3cp); 2 hpw over 9 weeks

This Social Science elective is one of four Communication Skills subjects and it is aimed at non-English speaking background students 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); 2 hpw over 9 weeks

This Social Science elective is one of four Communication Skills subjects and it is aimed at non-English background students 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); 2 hpw over 9 weeks

This Social Science elective is one of four Communication skills subjects and it is aimed at non-English background students 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 which allow 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); 2 hpw over 9 weeks

This Social Science elective is one of four Communication Skills subjects and it is aimed at non-English speaking background students who need to develop their employment seeking skills. This subject focuses on the skills required for gaining employment, including analysing recruitment advertisements, writing a resume 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); 3 hpw  
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); 3 hpw

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 they may wish 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, critiques of such genres, and they will workshop each other's draft manuscripts.

### 59322 MEDIA STUDIES

(6cp); 3 hpw

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, 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); 3 hpw

This unit aims to acquaint students with a range of film styles, from the dominant representative models to shorter 'essay' films and independent cinema. The content of the unit consists of a number of Hollywood classical narrative fictions, allowing work on narrative and genre (eg, film noir, melodrama, 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); 3 hpw

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); 3 hpw

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 resume preparation and employment interviews. Students are encouraged to practice writing appropriately for particular purposes and audiences and to prepare short speeches designed to explain and persuade.

### 59327 CULTURE, HEALTH AND SOCIETY

(3cp); 3 hpw

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 that influence service delivery.

### 59328 POWER, POLITICS AND HEALTH

(3cp); 3 hpw

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.

**59330 ADVERTISING PRACTICE**

(6cp); 3 hpw

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); 3 hpw

Techniques of research, layout and writing of print advertising, including newspaper, magazine, direct mail, leaflet and brochure advertising. Emphasis on the role of the writer and art director in an advertising agency, client advertising, briefing, finding and evaluating advertising approaches. The class will run along workshop lines, with writing assignments and a practical project.

**59332 ADVERTISING COPYWRITING (RADIO/TV/FILM)**

(6cp); 3 hpw

Techniques of writing advertising 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); 3 hpw

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 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.

**59339 INTRODUCTION TO ABORIGINAL SOCIAL AND POLITICAL HISTORY**

(6cp) 3 hpw

This subject is a campus-wide elective. The subject 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 re-possession of traditional heritages in land and culture.

**59350 PUBLIC RELATIONS: PROCESS AND PRACTICE**

(8cp); 3 hpw

An overview of the public relations profession in government, 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); 3 hpw

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 and to undertake special fieldwork on editorial decision-makers' preferences for publicity writing exercises and to produce a pamphlet as a print production exercise.



### **59357 COMMUNITY RELATIONS AND THE PUBLIC SPHERE**

(8cp); 3 hpw

Examines the concept of 'community' which can vary widely between various publics. As a citizen of its community an organisation is expected to participate responsibly in community affairs. This course examines the ideal and the reality of 'good corporate/community citizenship' and looks 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); 3 hpw

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); 3 hpw

Concerned with the changing face of medicine and changing attitudes to health as knowledge increases, technology changes, 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, ethics and so on. Students are encouraged to undertake projects in areas of particular interest.

### **88325 PHOTOGRAPHY 1**

(8cp); 3 hpw

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.

### **88425 PHOTOGRAPHY 2**

(6cp); 3 hpw

prerequisite 88325 Photography I

An advanced photography unit.

### **T5110 ABORIGINAL CULTURES AND PHILOSOPHIES**

(8cp); 3 hpw

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 Sciences 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.

### **T5115 INTRODUCTION TO ABORIGINAL CULTURES AND PHILOSOPHIES**

(6cp); 3 hpw

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 Sciences 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.

### **21131 OPERATIONS MANAGEMENT**

(5cp)

Develops an understanding of the workings of business operations and systems, as a base for discussion of various techniques for effectively managing operations functions. Decision making in operations management product design and process planning including continuous flow process, job shop, batch flow, machine-paced and worker-paced line flow process, hybrid and other processes; matching process technology with product/market requirements; service operations management; operations management strategy including new technology management, management information systems, performance measurements; planning, scheduling, and controlling production including capacity planning, capacity control, service systems and scheduling personnel, process control (monitoring production schedules, JIT and Kanban techniques); materials management including nature and scope of materials systems, resource requirements systems, inventory replenishment policies (inventory management, MRP); current issues in

quality and productivity management; current issues in human resource management.

### **21210 BUSINESS AND GOVERNMENT**

(5cp)

prerequisite 21125 Australian Business Environment

The objectives of this course are to identify and understand the structure and functions of the three levels of government in Australia and the nature and significance of the role of the public sector as it impacts on business and commerce; develop insight into the complex interrelationship between business and government in Australia; and critically appreciate current and emerging issues and problems in business-government relations.

### **21221 ORGANISATIONAL DESIGN AND CHANGE**

(5cp)

prerequisite 21130 Organisational Behaviour

Introduces the basic structural form of business organisations, and the influences which act upon the structural forms; discusses the importance of organisational change and the change process in organisations. Basic structural forms of business; influence technology; environment strategy and size structure; power politics in organisations, organisation culture; organisational forms of the future; organisational change and change process.

### **21306 EMPLOYMENT RELATIONS**

(5cp)

Provides an understanding of the context of the employment relationship and how it is influenced by economic, legal, social, technological and political forces; develops in students an understanding of the causes, manifestations and results of industrial conflict from an employer and employee point of view; outlines the form and function of industrial relations institutions; introduces students to the basic aspects of managing workplace relations and develops effective skills in these areas. Approaches to employment relations; development of employment relations in Australia; industrial conflict; form and function of Australian trade unions; role of employers; Federal and State industrial relations systems; wage determination; human resource planning; recruitment; selection and induction;

training and development; appraisal and career planning; legal aspects of employee relations; participatory structure and decision making in the workplace.

### **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)

The provision of information increasingly is becoming a critical function in both the public and private sector. The collection, storage, retrieval and analysis of information (growing at an increasing rate) in such a way as to maximise its relevant use in decision making is a major activity. The practice of marketing is concerned with identifying needs of users and potential users and presenting goods and services so that they maximise the delivery of benefits to users.

### **21613 CONTEMPORARY MANAGEMENT PRACTICES**

(5cp)

prerequisite 21130 Organisational Behaviour

Addresses a range of management practices appropriate to contemporary organisations. The subject provides students with an understanding of key aspects of current management practices including managerial relationships; intercultural management; leadership, status and power; negotiation; interviewing; team building; managerial audits; management information systems; and managerial ethics. Students explore a range of strategies for handling management issues, including competencies relevant to people, organisational structures, and international environments.

### **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. Examines 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.

### **31520 CIS 2: INTRODUCTION TO COMPUTER SYSTEMS**

(4cp)

prerequisite 55125 CIS I

Provides an introduction to computer systems from a computing viewpoint, as opposed to information systems viewpoint. Basic hardware and software design concepts are covered.

### **31521 COMPUTER INFORMATION TECHNOLOGY 2: FOUNDATIONS OF COMPUTING AND PROGRAMMING**

(6cp)

prerequisite 55025 Computer Information Technology I

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.

### **31530 CIS 3: SOFTWARE ENGINEERING**

(4cp)

prerequisite 55125 CIS I

Gives students an understanding of concepts of effective software engineering; familiarises them with methodologies used in software development; develops critical appreciation for, and competence in, effective software design through use of 3GL software; and gives experience with, and an ability to employ, productivity concepts of development, prototyping, simulation, and documentation through use of fourth generation language (4GL) software.

### **31531 COMPUTER INFORMATION TECHNOLOGY 3: SYSTEMS ANALYSIS AND DESIGN**

(6cp)

prerequisite 55025 Computer Information Technology I

Enables students to describe the components of a system and how each element is related in order to achieve a goal and how behaviours are 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 of the physical implementation of a system.

### **31540 CIS 4: INFORMATION SYSTEMS DESIGN 1**

(4cp)

prerequisite 55125 CIS I

Investigates methods of identifying the objectives, user groups, types of use, financial and other constraints associated with a proposed information system; illustrates how these factors are expressed in terms of data identification, collections, preparation, input, processing, storage, retrieval and output; provides techniques for costing the implementation and day-to-day running of an information system; creates awareness of the consequences of a new information system for management and staff of an organisation; provides a basis for managing the process of implementing a new information system; and investigates methods for evaluating the performance of an information system.

### **31541 COMPUTER INFORMATION TECHNOLOGY 4: COMMERCIAL PROGRAMMING**

(6cp)

prerequisites 55025 Computer Information Technology I, 31521 Computer Information Technology 2

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.

### **31550 CIS 5: COMMERCIAL SYSTEMS**

(4cp)

prerequisites 55125 CIS I, 31520 CIS 2, 31530 CIS 3

Further develops software development techniques including advanced file organisation concepts; provides students with

experience in design and implementation of typical business applications using contemporary programming techniques and the COBOL language; and develops techniques of system testing and evaluation.

### **31551 COMPUTER INFORMATION TECHNOLOGY 5: DATABASE**

(6cp)

prerequisites 31521 Computer Information Technology 2, 31531 Computer Information Technology 3

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.

### **31560 CIS 6: DATABASE DESIGN**

(4cp)

prerequisites 55125 CIS I, 31530 CIS 3

Introduces students to database models; familiarises them with the principles of database management and the role of database design in the overall process of systems design and development; introduces the use of database management systems; develops skill in the design of databases and the use of database management systems; and develops understanding and critical appreciation of principles of database administration.

### **31561 COMPUTER INFORMATION TECHNOLOGY 6: DATA COMMUNICATIONS**

(6cp)

prerequisite 31521 Computer Information Technology 2

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.

### **31570 CIS 7: INFORMATION SYSTEMS DESIGN 2**

(4cp)

prerequisites 55125 CIS I, 31540 CIS 4

Consolidates and extends material presented in 31540 CIS 4: Information Systems Design 1 and 55125 CIS 1: Introduction to Information Systems; provides students with the opportunity to carry the systems development process to completion; develops skills useful to project management in information systems development and identifies and solves problems which arise in systems design and development.

### **31571 COMPUTER INFORMATION TECHNOLOGY 7: MANAGEMENT INFORMATION SYSTEMS**

(6cp)

prerequisites 55025 Computer Information Technology I

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.

### **31580 CIS 8: DATA COMMUNICATIONS**

(6cp)

prerequisites 55125 CIS I, 31530 CIS 3, 31540 CIS 4

Provides an overview and history of data communications; familiarises students with the Reference Model for Open Systems Interconnection developed by the International Standards Organisation (ISO), including the physical, data link, network, transport, session, presentation, and application layers of ISO; develops familiarity with terminal equipment, data communications media and hardware, data link protocols, networks and system software, and analysis and management of data communications network; and develops the capability of specifying, evaluating and selecting data communications systems.

## **Graduate subjects offered to students in other faculties**

### **ARCHITECTURE – MASTERS OF 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.

### **BUILDING STUDIES – DIPLOMA OF 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.

## LIST OF COURSES AND CODES

### COURSES OFFERED BY THE SCHOOL OF INFORMATION STUDIES

### CODES

#### Undergraduate Courses

Bachelor of Applied Science in Information Studies	(HL10)
Bachelor of Applied Science (Honours) in Information Studies	(HL11)
Bachelor of Education in Teacher Librarianship	(TE14)

#### Postgraduate Courses

Graduate Certificate in Public Relations	(HL54)
Graduate Certificate in Communication Management	(HL53)
Graduate Certificate in Information Management	(HL52)
Graduate Diploma in Information Studies	(HL50)
Graduate Diploma in Information/Teacher Librarianship	(HL51)
Graduate Diploma in Communication Management	(HL61)
Master of Applied Science in Information Studies	(HL70)
Master of Applied Science in Communication Management	(HL71)

### COURSES OFFERED BY THE SCHOOL OF HUMANITIES

#### Undergraduate Courses

Bachelor of Arts in Communication	(HH02)
Bachelor of Arts (Honours) in Communication	(HH04)
Bachelor of Arts in Social Science	(HH03)
Bachelor of Arts (Honours) in Social Science	(HH05)

#### Postgraduate Courses

Graduate Certificate in Writing	(HH62)
Graduate Certificate in Writing for the Screen	(HH63)
Graduate Certificate in EEO Management	(HH61)
Graduate Diploma in Communication	(HH51)
Master of Arts in Applied History	(HH59)
Master of Arts in Journalism	(HH58)

### COURSES OFFERED BY THE FACULTY OF SOCIAL SCIENCES

Bachelor of Arts/Bachelor of Laws	(LL05)
Master of Arts in Writing	(HH57)
Master of Arts (by thesis)	(HH52)
Doctor of Creative Arts	(HH60)
Doctor of Philosophy	(HH54)

## SUBJECT NAMES IN ALPHABETICAL ORDER

16mm and 8mm Experimental Film Techniques	50381	Animation and Video Graphics	53255
Aboriginal Forms of Discourse	54331	Applied History Independent Project	50821
Aboriginal Cultures and Philosophies	T5110	Applied History Placement	50801
Aboriginal Literature	50693	Applied History Thesis Project	50821
Aboriginal People and the Media	54231	Applied Public Relations	56742
Aboriginal Social and Political History	54230	Applying Aboriginal History	50811
Aboriginal Studies	50592	Applying Aboriginal History	52811
Aboriginal Studies	50715	Applying Aboriginal History	53311
Aboriginal Studies	52592	Art and Advertising	50337
Aboriginal Studies	53219	Art and Advertising	53286
Aboriginal Studies Project	54332	Asian and Pacific Politics	50520
Administrative Practices	55020	Asian and Pacific Politics	52520
Administrative Techniques in Information Provision	55415	Asian and Pacific Politics	53307
Advanced Computer Applications	52023	Asian and Pacific Politics	54311
Advanced Journalism Theory	50450	Audio Production	50360
Advanced Scriptwriting	50320	Audiovisual Media Production	54116
Advanced Sound Design – Radio	53279	Audiovisual Production	50208
Advanced Sound Design – Radio	54390	Australia in the World Economy	50504
Advanced Sound Design – Visual	53280	Australia in the World Economy	52504
Advanced Special Advertising Topic	53367	Australia in the World Economy	53206
Advertising 1	53284	Australia in the World Economy	54314
Advertising 2	53285	Australian Advertising Culture	53288
Advertising and Media Management (6 cp)	56009	Australian Business Environment	21125
Advertising and Media Management (4 cp)	56604	Australian Communication Policy	50400
Advertising Communication Strategies	54392	Australian Communication Policy	52400
Advertising Copywriting (Print)	50331	Australian Communication Policy	54200
Advertising Copywriting (Print)	59331	Australian History	50515
Advertising Copywriting (TV, Radio, Film)	50332	Australian History	52515
Advertising Copywriting (Radio/TV/Film)	59332	Australian History	53212
Advertising Practice	50330	Australian History	54213
Advertising Practice	59330	Australian Literary Traditions	50612
Advertising Project	53368	Australian Politics	50518
Advertising Strategies	50333	Australian Politics	53205
Advertising Strategies	59333	Australian Politics	54211
Advertising: Production and Criticism	54290	BA (Hons) Soc Sci Honours Thesis (F/T)	52451
Aesthetics	53298	BA (Hons) Soc Sci Honours Thesis (P/T)	52452
Animation	54260	BA (Hons) Soc Sci Thesis Workshop	52453
		Bibliographic Control	55055
		Bibliographic Control	55222
		Broadcast Journalism	53214
		Broadcast Media	50402
		Business and Government	21210
		Business Information	55060
		Child and Young Adult Information Studies	55065
		Cinema and Modernity	54270



Cinema Study	54271	Communication History	52300
CIS 2: Introduction to Computer Systems	31520	Communication History	54300
CIS 3: Software Engineering	31530	Communication in the Educational Environment	56904
CIS 4: Information Systems Design 1	31540	Communication in the Group Context	56748
CIS 5: Commercial Systems	31550	Communication Management Research Design Seminar	56951
CIS 6: Database Design	31560	Communication Management Research Project	56952
CIS 7: Information Systems Design 2	31570	Communication Research	56950
CIS 8: Data Communications	31580	Communication Research: Special Topic	53328
Citizenship, Civil Society and the State	52454	Communication Skills in English	50712
Colonialism and Post-Colonialism	52321	Communication Skills-Employment	59319
Colonialism and Post-Colonialism	54321	Communication Skills-Essay Writing	59316
Commodity Culture and the Media	50204	Communication Skills-Report Writing	59317
Communication 1	51131	Communication Skills-Seminar Presentation	59318
Communication 1: Foundations of Communication	56001	Communication Studies	51388
Communication 1: Interpersonal Communication	56111	Communication - Special Project	53317
Communication 2	51151	Communication, Sound, Image Project	54396
Communication 2: Group Communication	56002	Communication, Time and Space	53301
Communication 3: Organisational Communication	56003	Communications and Culture Research Project	52304
Communication 3A: Communication in Small Groups	56314	Communications and Culture Research Project	54304
Communication 4: Public Communication	56004	Community Relations	53242
Communication 4A: Organisational Communication	56414	Community Relations	54394
Communication 5: Society, Culture and Communication	56005	Community Relations and the Public Sphere	50357
Communication 5A: Mass Communication	56514	Community Relations and the Public Sphere	59357
Communication 6: Contemporary Issues in Communication	56006	Community Work	52031
Communication and Control	52414	Comparative Religion	50512
Communication and Control	53203	Comparative Religion	50719
Communication and Culture	52304	Comparative Religion	52512
Communication and Information Skills	55023	Comparative Religion	54315
Communication and Media Studies in Education	56802	Computer Information Technology 1: Information Technology	55025
Communication and Technology	50210	Computer Information Technology 2: Foundations of Computing and Programming	31521
Communication, Culture and the Law	52209	Computer Information Technology 3: Systems Analysis and Design	31531
Communication, Culture and the Law	54201	Computer Information Technology 4: Commercial Programming	31541
Communication Environments	54103	Computer Information Technology 5: Database	31551

Computer Information Technology 6:		Discourse Analysis	52024
Data Communications	31561	Documentary	52256
Computer Information Technology 7:		Documentary	53256
Management Information Systems	31571	Documentary	54261
Computers and Audiovisual		Documentary Cinema	50701
Production	54151	Documentary Cinema	53268
Computers and Communication	54104	Drama	53253
Computers and Information	50110	Drama	54262
Computers and Print Production	54150	Editing 1	50346
Consumerism and the Media	50410	Editing 2	50347
Contemporary Australia	52011	Electronic Publishing	54340
Contemporary Issues in		Employment Relations	21306
Communication Management	56953	Employment Relations Skills	21408
Contemporary Management		Energy and the Environment	51625
Practices	21613	Energy and the Environment	52625
Creative Writing 1	51005	Energy and the Environment	53208
Creative Writing 2	51006	English for Business (ELSSA)	59320
Creative Writing	59321	Environment, Heritage and History	52313
Crime, Madness and Culture	53294	Environment, Heritage and History	53313
Crime, Madness and Society	50514	Experimental	54360
Crime, Madness and Society	50720	Experimental Film and Video	53351
Critiques of Advertising and Public		Experimental Writing	50314
Communication	50334	Feature Writing and Copy Editing	50392
Cultural Studies	54112	Features	53215
Cultural Studies Project	54380	Fiction Workshop A	53226
Cultural Technologies, Cultural		Fiction Workshop B	53227
Policy	52202	Ficto-Critical Writing	54250
Cultural Technologies, Cultural		Film 2	53251
Policy	54202	Film 2	54263
Culture and the Avant-Gardes	50425	Film and Video 1	53250
Culture, Health and Society	59327	Film and Video 1	54115
Culture, History and Society	52003	Film and Video Documentary	50372
Culture, Race and Ethnicity	50510	Film and Video Drama	50371
Culture, Race and Ethnicity	52510	Film and Video: Project 1	50374
Culture, Race and Ethnicity	53209	Film and Video: Project 2	50383
Cultures of Nationalism and		Film and Video Soundtrack	50376
Fascism	53372	Film Animation	50375
DCA Project F/T	51989	Film Authorship	50790
DCA Project P/T	51990	Film Genre	50705
Desire and the Social	50420	Film Genre	53262
Desire and the Social	53371	Film into Video	50791
Desire and the Social	54370	Film into Video	53357
Desktop Publishing	50338	Film Performance	50793
Desktop Publishing and Design	53287	Film, Gender and Desire	50706
Desktop Publishing and Design	54291	Film, Gender and Desire	53356
Development, Dependency and		Film, Television and History	50809
Journalism	50415	Film, Television and History	53309
Development, Dependency and			
the Media	53302		

Film, TV and Popular History	52322	Industrial Relations	51519
Film, TV and Popular History	54322	Information and Document Retrieval	55855
Film, Video, TV Project A	54365	Information and Records Management	55095
Film, Video, TV Project B	54366	Information Collection Management	55510
Final Project 1	50438	Information Consolidation	55854
Final Project 2	50439	Information Dissemination	55418
Formations of Music	54371	Information Management	55745
Foundation Information Studies	55751	Information Methods 1C	55150
Gender, Culture and Power	50506	Information Methods 2C	55250
Gender, Culture and Power	50718	Information Methods 3C	55350
Gender, Culture and Power	52506	Information Practice Seminar	55970
Gender, Culture and Power	53210	Information Presentation	55851
Gender, Culture and Power	54313	Information Production	55024
Generic Fiction 1	50690	Information Resources 2C	55240
Generic Fiction 1	53224	Information Resources and Collections	55075
Generic Fiction 2	50691	Information Science 1: Foundations of Information Science	55040
Generic Fiction 2	53225	Information Science 1: Foundations of Information Science (BEd)	55431
Generic Fiction	54372	Information Science 2: Information User Behaviour (BAppSc)	55041
Genre Studies	54273	Information Science 2: Information User Behaviour (BEd)	55432
Genre Writing	50313	Information Science 3: Organisation of Information (BAppSc)	55042
Genre Writing	53338	Information Science 3: Organisation of Information (BEd)	55433
Genre Writing	54350	Information Science 4: Information Retrieval (BAppSc)	55043
Health Information	55070	Information Science 4: Information Retrieval (BEd)	55434
Health, Technology and Society	51014	Information Science 5	55520
Health, Technology and Society	51630	Information Science 5: Information Service and Product Design (revised BAppSc)	55044
History–Special Subject	50590	Information Science 5: Information Service and Product Design (BEd)	55435
History and Cultural Philosophy	53370	Information Science 6	55620
History and Photography	52323	Information Science 6: Theories and Issues in Information Science (revised BAppSc)	55045
History and Photography	54323	Information Science	55971
History and Theory	50800	Information Science Project	55973
History and Theory	52800	Information Science Seminar	55770
History of Ideas	52001	Information Science Thesis	55785
History of Social and Political Thought	50519	Information Services in Schools: Curriculum	55856
History of Social and Political Thought	52519		
History of Social and Political Thought	53306		
History Seminar	50812		
History – Special Subject	52590		
History – Special Subject	53315		
Human Communication	51370		
Human Communication	56901		
Hypermedia	53155		
Hypermedia	54292		
Image and Text	50335		
Implementing EEO (Project)	50463		
Indexing	55311		

Information Services in Schools: Management	55857	Issues in Teacher Librarianship 4	55439
Information Technology	55744	Journalism 1	50201
Information Users 2C	55230	Journalism 1	52201
Information Users 3C	55330	Journalism 1	54117
Information Users 4C	55430	Journalism 2	50340
Information, Design and Technology	53318	Journalism 2	54240
Integrated Media	53289	Journalism	53150
Interactive Media	53366	Journalism Attachment	50440
Interactive Media and the Filmmaker	54361	Journalism Practice	53213
Interactive Multimedia	54393	Journalism Project	53327
International Aspects of Communication	50404	Journalism Project	54346
International Aspects of Communication	52404	Legal Aspects of Communication	50406
International Aspects of Communication	53300	Legal Aspects of Communication	52406
International Communication	52301	Legal Aspects of Communication	53202
International Communication	54301	MA Thesis (Humanities) FT	51777
International Political Economy	50594	MA Thesis (Humanities) P/T	51778
International Political Economy	52594	MA Thesis (Information Studies) F/T	57977
International Political Economy	53304	MA Thesis (Information Studies) P/T	57978
International Politics	50502	MA Writing Project F/T	50327
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University of Technology, Sydney  
PO Box 123 Broadway NSW 2007 Australia  
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