

## Course Outline

**Code: CMN300**

### **Title: Television: Advanced Concepts and Contemporary Issues**

**School:** Communication & Creative Industries  
**Teaching Session:** Semester 1  
**Year:** 2019  
**Course Coordinator:** Dr Sarah Casey, scasey3@usc.edu.au  
**Course Moderator:** Dr Joanna McIntyre, jmcinty2@usc.edu.au

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

#### **1. What is this course about?**

##### **1.1 Description**

Changing technologies have revolutionised television and reinvigorated audience engagement with this enduring media form. This course examines television’s history, production culture, industrial structures, programming, transnationality and relationship with audiences, and identifies the socio-cultural drivers that underpin its ongoing significance. Addressing the rapidly moving contexts in which television content is produced and consumed, this course develops your knowledge of television as a leading force in media globalisation and one of contemporary media’s most responsive formats.

##### **1.2 Field trips, WIL placements or activities required by professional accreditation**

Activity	Details
Nil	Not applicable

#### **2. What level is this course?**

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th year of an undergraduate program.

#### **3. What is the unit value of this course?**

12 units

#### **4. How does this course contribute to my learning?**

Specific Learning Outcomes	Assessment tasks	Graduate Qualities or Professional Standards mapping
On successful completion of this course, you should be able to:	You will be assessed on the learning outcomes in task/s:	Completing these tasks successfully will contribute to:
Identify the key approaches, and issues in television studies	1	Knowledgeable.
Work cooperatively to analyse and explain the effects of economic, regulatory and	2	Knowledgeable. Creative and critical thinkers.

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
technological developments on television form and content		
Analyse and discuss key trends in the production and distribution of television	2 and 3	Knowledgeable. Creative and critical thinkers.

## 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

### 5.1 Enrolment restrictions

Nil

### 5.2 Pre-requisites

Nil

### 5.3 Co-requisites

Nil

### 5.4 Anti-requisites

Nil

### 5.5 Specific assumed prior knowledge and skills (where applicable)

Not applicable

## 6. How am I going to be assessed?

### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

### 6.2 Details of early feedback on progress

The course includes an early assessment due in Week 4 which will provide formative feedback on academic progress and understandings of core concepts. If extra support is required at this stage, we will identify support mechanisms such as face-to-face discussions with the course coordinator or tutor, and/or academic skills and information literacy assistance.

### 6.3 Assessment tasks

<b>Task No.</b>	<b>Assessment Product</b>	<b>Individual or Group</b>	<b>Weighting %</b>	<b>What is the duration / length?</b>	<b>When should I submit?</b>	<b>Where should I submit it?</b>
1	Report	Individual	20%	650 words	Wednesday, Week 4, 5pm	Online Assignment Submission with Plagiarism check
2	Oral	Group	35%	10 minutes	Week 8	In Class
3	Essay	Individual	45%	1500 words	Thursday Week13, 5pm	Online Assignment

Course Outline: CMN300 Television: Advanced Concepts and Contemporary Issues

						Submission with Plagiarism check
			100%			

**Assessment 1:** Short report

<b>Goal:</b>	This task allows you to investigate a selection of set readings in order to identify key approaches and issues in television studies.
<b>Product:</b>	Report
<b>Format:</b>	Academic format This written short report of 650 words will focus on key approaches and issues in television studies. Details of these key approaches and issues will be provided on Blackboard and discussed in tutorials.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• accurate identification of the key approaches and issues in television studies</li> <li>• clear written communication in academic style</li> <li>• ability to write to word count</li> <li>• appropriate layout, formatting, spelling and punctuation</li> </ul>

**Assessment Task 2:** Oral presentation

<b>Goal:</b>	In this task you will investigate and share your understanding of the effects of economic, regulatory and/or technological developments on the production, distribution and/or consumption of television. You may choose to focus on a particular television genre.
<b>Product:</b>	Oral
<b>Format:</b>	Academic format Working in small groups you will present an engaging 10 minute oral presentation to the class that is grounded in relevant academic and industry research.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• evidence of critical thinking</li> <li>• demonstrated knowledge of key issues in television production, distribution and /or consumption</li> <li>• effective application of relevant sources and research</li> <li>• well-structured presentation and evidenced arguments</li> <li>• effectiveness of verbal and non-verbal communication</li> <li>• appropriate use of visual aids</li> <li>• adherence to time limits</li> </ul>

**Assessment Task 3:** Essay

<b>Goal:</b>	To allow you to demonstrate your understanding of key trends in the production and/or distribution of contemporary television in relation to a television program viewed in the course.
<b>Product:</b>	Essay
<b>Format:</b>	Academic format A formal, argumentative essay of 1500 words. The essay must be grounded in relevant academic and industry research with a minimum of 6 academic sources included. You should use the Harvard referencing system. See Blackboard for more details about the requirements of this task and a list of recommended readings and research sources.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• evidence of critical thinking</li> <li>• demonstrated knowledge about key issues in television production, distribution and consumption</li> <li>• use of appropriate sources and research (at least six academic sources)</li> <li>• well-structured and evidenced arguments</li> </ul>

	<ul style="list-style-type: none"> <li>• proficiency in formal essay writing conventions relating to presentation and referencing</li> <li>• precision of language, grammar, syntax and punctuation</li> <li>• ability to write to set word count</li> </ul>
--	--

## 7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

Location:	Directed study hours for location:
Sippy Downs	Workshop: 3 hours

## 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### 8.1 Prescribed text(s) or course reader

Weekly readings will be made available via Blackboard.

### 8.2 Specific requirements

Nil

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

### 10.2 Assessment: Additional requirements Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

### 10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

### 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

### 10.5 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

### 10.6 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

**Tel:** +61 7 5430 2890

**Email:** [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)