

Course Outline (Higher Education)

School:	School of Arts
Course Title:	MEDIA AND REPRESENTATION
Course ID:	BAFLM2003
Credit Points:	15.00
Prerequisite(s):	(BATCC1001 or BATCC1002 or FLMES1001 or FLMES1002)
Co-requisite(s):	Nil
Exclusion(s):	(ATSGC2449 and ATSGC3449 and BAFLM3003 and FLMES2449 and FLMES3449)
ASCED:	100799

Description of the Course:

This course introduces students to debates and concepts relating to representation in and through a diverse range of media texts (i.e. literature, television, cinema, and comic books). The course begins by looking at how various branches of the mass media present texts as purported reflections of a stable, consistent and consensual social reality, and then turns toward examining how those same texts, in fact, shape and even create that reality. Thus the focus is on examining texts both as discursive and aesthetic objects (which provide pleasure and/or information), on the one hand, and as social and ideological constructs (particularly in respect to ideas of sexuality, gender, identity, race, culture and community), on the other. In doing so it draws on concepts and theories such as ideology, semiotics, discourse analysis, the ethics of looking, and speaking on behalf of the other, as well as theories of affect, queer and Trans, feminism, and psychoanalysis, and recent accounts of technics and the postmodern. It also analyses a range of formal textual features and compositional techniques in terms of their potential social, political, conceptual and corporeal effects.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	✓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:

On successful completion of the course the students are expected to be able to:

Knowledge:

- K1.** Identify and apply a range of techniques of textual analysis to examine a range of media texts.
- K2.** Examine the array of diverse strategies for relating interpretation to core issues and debates.
- K3.** Appraise key debates, issues and historical perspectives informing the study of representation.
- K4.** Understand and critically evaluate a range of theories of representation.

Skills:

- S1.** Research, explain and evaluate contemporary aesthetic, social and political issues relevant to the study of texts.
- S2.** Express substantiated, reasoned expositions and arguments concerning issues related to media representation.
- S3.** Summarise, analyse and evaluate key themes, issues and debates concerning issues of representation and textual interpretation.
- S4.** Critically review, analyse and synthesize knowledge of relevant primary and secondary text.

Application of knowledge and skills:

- A1.** Apply higher order critical thinking skills to key debates concerning relevant issues of representation and textual interpretation.
- A2.** Utilise, integrate and apply relevant conceptual frameworks in analysing texts.
- A3.** Identify links and tensions between issues, debates, concerns and perspectives relevant to textual interpretation.
- A4.** Develop a sustained and detailed argument informed by substantial independent research on issues relevant to key issues and debates.

Course Content:

Topics may include:

- Theories of representation and aesthetics
- Theories of realism
- The historical context for relevant theories
- Issues related to the specificity, adaptation and hybridity of different media
- Formal compositional devices of representation
- Theories and strategies of textual interpretation
- Ideology and hegemony
- Genre theory and multi-modality
- Semiotics, discourse theory, structuralism and post-structuralism
- Negotiated reading, reader-response and reception theory
- Feminism Queer theory
- Theories of the gaze

- The ethics of representing the other
- Psychoanalytical models of textual analysis
- Technology and Technics
- Postmodernism

Values:

- V1.** Develop a sophisticated understanding of the relationship between texts and readers
- V2.** Appreciate the diverse range of analytical frameworks in considering interpretative issues
- V3.** Develop an informed, multi-faceted and nuanced understanding of the deep complexities in evaluating media representations

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the [Higher Education Graduate Attributes Policy](#) (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course	
		Learning Outcomes (KSA)	Assessment task (AT#)
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1, K2, K3, K4	AT1. AT2. AT3
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K2, S4, A4	AT1 AT 2
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K3, S 2, A1	AT1 AT 2
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K2, K4, S1, S2, A4	AT1. AT2. AT3
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	n/a	n/a

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, S1, S2, S4	Demonstrate understanding of key concepts through a critical commentary on set texts and readings.	Short critical commentary	20-30%
K3, S1, S2, S4, A1, A2, A3	Reflect on how the key concepts, critical readings and set texts have deepened your understanding of representation.	Test/exam	30-40%

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K4, S2, S3, S4, A2, A4	Research and apply appropriate theories to a detailed analysis of relevant media texts.	Essay	40-50%

Adopted Reference Style:

MLA

Refer to the [library website](#) for more informationFed Cite - [referencing tool](#)