

# Course Outline (Higher Education)

<b>School:</b>	School of Arts
<b>Course Title:</b>	MEDIA AND REPRESENTATION
<b>Course ID:</b>	BAFLM2001
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	(BATCC1001 or BATCC1002 or FLMES1001 or FLMES1002)
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	(ATSGC2449 and ATSGC3449 and FLMES2449 and FLMES3449)
<b>ASCED Code:</b>	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 examines the analysis of mass media texts in more advanced terms than was introduced in First year, potentially drawing from such concepts and theories 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 examines 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, etc.)

**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:

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

## Learning Outcomes:

# Course Outline (Higher Education)

BAFLM2001 MEDIA AND REPRESENTATION

## 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 at an advanced level.
- S2.** Express substantiated, reasoned, expositions and arguments concerning issues related to media representation.
- S3.** Summarize, 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

# Course Outline (Higher Education)

BAFLM2001 MEDIA AND REPRESENTATION

- 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:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Attribute	Brief Description	Focus
Knowledge, skills and competence	Students develop their abilities to identify and understand relevant issues and debates	High
Critical, creative and enquiring learners	Students develop skills in independent research and analysis	Medium
Capable, flexible and work ready	Students engage with values, ideas, concepts, debates and perspectives relating to issues of media representation	High
Responsible, ethical and engaged citizens	Students develop their understanding of the social and political dimensions of media representations	High

## Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K2, K3, S1, S4	Demonstrate understanding of key concepts through a critical commentary on a set reading and informed discussion of set texts and readings	Short critical commentary (including ongoing conceptual engagement in the course)	10-20%
K3, S1, S4, A1, A2, A3	Reflect on how the key concepts, critical readings and set texts have deepened your understanding of representation	Test/exam	40-45%
K1, K4, S3, S4, A2, A4	Research and apply appropriate theories to a detailed analysis of relevant media texts	Essay	40-45%

## Adopted Reference Style:

MLA