

BOSTON UNIVERSITY SYDNEY INTERNSHIP PROGRAM

SUBJECT OUTLINE

CO 350

MASS MEDIA IN AUSTRALIA

Course Coordinator - Daryl Mildenhall

Course Description

This course will concentrate on the current contemporary issues associated with Australian Mass Media. Classes will examine the key areas of film, television, print, advertising, radio and new media, media ownership and government regulatory legislation in Australia. The academic program will be supported by, field trips and an industry aligned lecture program, which will feature some of Australia's leading media professionals and practitioners. These guests will visit the program on a regular basis during scheduled lectures and support each of the five key areas of Mass Media.

The emphasis will be on current Australian media and film production, and will be supported by a range of reference material available through the library, course notes and handouts. Relevant audiovisual excerpts will also be screened and referenced during class.

Course Objectives

- Students will understand the regulatory, political and creative environment for the Australian film, television, advertising, print and radio industry.
- Students will have an understanding of the concerns relating to the diversity of media sources (through the history of ownership & control of the media) in Australia.
- Students will also examine the history and development of Australian film, the need to promote Australian made product and the objectives relating to classification and censorship in Australia.
- Students will experience the making of television and understand the importance of advertising, government funding and the developing pay television sector for the viability of an Australian audiovisual sector, and its importance in maintaining an Australian culture and national identity.

Teaching and support strategies

- Source material will be introduced through keynote lectures by either the course professor or a keynote guest lecturer. Media presentations related to the topic scheduled for that week will complement these sessions. Students will be expected to engage with and contribute to the discussion, which will usually follow the lecture.
- In order to prepare for the session and gain maximum benefit from the course, students may be expected to reference additional prescribed video, audio or written material prior to class. If further reference material is required it will be referenced and circulated in class or placed in the University library.

Field Trips

There are three field trips. These may be subject to change due to final class numbers.

Details regarding dates, itinerary and transport will be discussed in class

- 1. *ABC Radio and Television facilities Ultimo*** - This facility is 200 metres from the BU building and at this stage the field trip will take place during class. This will also be an opportunity to examine the latest digital technology developed by the ABC for the international market place. This field trip is compulsory.
- 2. *“GNW - Sideshow”*** – Students will attend a recording session of a new program for the Good News Week team who specialise in contemporary talk/comedy programming with live studio audience interaction. How to get there – walk down Harris Street about 200 metres off Broadway to ABC complex. This field trip is compulsory
- 3. *“The Chasers War on Everything”*** -- Students will attend a recording session of this popular program, which is an excellent example of cutting edge satirical comedy television. Details TBA This field trip is compulsory

WEEKLY OUTLINE

WEEK 1

Introduction to CO350 and elaboration of course outline.

Examination of Australian broadcasting through Australia’s unusual demography, related to the country's geography and history. The class will examine Australian cinema; television and radio in recent years and the interest in Australian cinema and its success in the overseas marketplace will also be examined. This will include briefings on the various policies, teaching and funding institutions supporting film and television in Australia (eg the AFC, FFC, AFTRS, ABC & SBS).

WEEK 2

An examination and appraisal of the functions played by the ABC (Australian Broadcasting Corporation) in the areas of radio and television broadcasting, complemented by an in depth analysis of this unique public broadcaster and the role it plays within Australian society and culture.

WEEK 3

Examination of the Australian broadcasting and communication regulatory systems and institutions, covering print, radio, television and communications. Including issues such as ownership, government regulation and control of the industry plus rules about Australian content and children’s television, and classification/censorship issues.

WEEK 4

An examination of contemporary Australian commercial and subscription television, in the context of its historical development and media policy in Australia. Will include an analysis of pay TV (cable & satellite) in Australia and an examination of the convergence of technology and the future of media, focusing on digital television.

WEEK 5

An examination of advertising ownership, content, and production in Australia. The issues of regulation, foreign content in television advertising, accuracy, fairness and impartiality in advertising will also be examined.

WEEK 6

An examination of corporate branding and the influence of new technology in the media. Special Guest speaker TBA.

WEEK 7

Field trip and course revision and the future of media globally.

ASSESSMENT

ASSIGNMENT 1: SAMPLE ESSAY QUESTIONS

a) Examine the structure (regulatory or operationally) of the Australian Broadcasting Corporation and compare this organization to either American or other international organisations that perform similar functions.

OR

b) Examine the structure (regulatory or operationally) of the Australian Media and Communications Authority (formerly Australian Broadcasting Authority) and compare this organization to either American or other international organizations that perform similar functions.

Weight: 30% of final grade

Length: 1200 words

Due: Week 4

QUIZ

A short answer quiz will take place Week 5. Quiz will consist of short answer questions.

Weight: 20% of final grade.

Week 5.

ASSIGNMENT 2: - JOURNAL – to be submitted through office with coversheet

Your journal should contain short statements in your own words about the elements considered, seen and discussed in class. You may reference your field trip experiences and observations of mass media in Australia.

In addition your journal could contain brief reviews, responses, attitudes etc to films, television programs, plays, videos, books, articles, radio programs, newspaper stories, etc. In other words anything that you feel is related to Australian Mass Media. These entries may be short, personal, experimental or impressionistic, but must include your thoughts on reading/viewing the item, article or program. Your journal may also include collected material (clippings, articles and the like).

The journal should be kept on a weekly basis and ought to reflect this in its presentation. If this is adhered to then the journal will accumulate automatically and will not present a burden at the end of the session. The Journal should consist of 8 entries of one page in length.

Weight: 30% of final grade

Length: 7–10 entries

Due: Week 6

FINAL EXAM “As per exam Schedule”

Final 2-hour closed book examination to be undertaken during this time. The examination will consist of essay questions related to material covered within the course.

Weight: 20% of final grade.

UNIT REQUIREMENTS

Students are required to meet the following requirements for the completion of the course; failure to meet these requirements may lead to an overall fail grade for the course.

Attendance

Attendance at all scheduled classes, seminars and field trips is compulsory. Unexplained absence will be viewed as a failure to meet course requirements.

Written Work

All written assessable work (see below) must be typed and submitted on the due date. Failure to submit written work will be viewed as a failure to meet the requirements for the completion of the course and will result in a fail grade. Written work submitted after the due date will attract program penalties as per assignment cover sheet.

Plagiarism

All students are responsible for having read the Boston University statement on plagiarism, which is available in the Academic Conduct Code. Students are advised that the penalty against students on a Boston University program for cheating on examinations or for plagiarism may be “... *expulsion from the program or the University or such other penalty as may be recommended by the Committee on Student Academic Conduct, subject to approval by the dean.*”

Assessment

There will be two major written assignments, a quiz and a final examination for the subject. The written assignments will count for 60% of the final grade and will be graded and returned via program assignment return system. The final examination and quiz will account for 40% of the final grade.

Grading System

Boston University's prescribed A through F grades are awarded in this subject.

A	94 -100	C+	77 – 79
A-	90 - 93	C	73 - 76
B+	87 - 89	C-	70 - 72
B	83 - 86	D	60 - 69
B-	80 - 82	F	00 - 59

Recommended Reading and Reference

Texts

- Albon & Papandrea, Media Regulation in Australia and the Public Interest, Canberra, 1998
- Australian Film Commission, Get the Picture, 6th Edition, Sydney, 1998
- Clark, A., Making Priscilla, Penguin, Ringwood, Victoria, 1994.
- Cunningham, S. & Turner, G., The Media in Australia, Allen and Unwin, Sydney, 1993.
- Hall, K., Australian Film, the Inside Story, Summit, Sydney, 1980.
- Harrison, T., The Australian Film and Television Companion, Simon and Schuster, Sydney, 1994.
- Moran, A., Moran's Guide to Australian TV series, AFTRS, Sydney, 1993.
- Murray, S., (ed) Australian Cinema, Allen and Unwin, Sydney, 1994.
- Murray, S., (ed) Back of Beyond: Discovering Australian Film and Television, AFC, Sydney, 1988.
- O'Regan, T., Australian Television Culture, Allen and Unwin, Sydney, 1993.
- Reid, MA, More Long Shots, Australian Cinema Successes in the 90's, Sydney & Brisbane, 1999
- Robertson, D., (ed) Broadcasting in Australia, ABA, Sydney, 1991.
- Stratton, D., The Avocado Plantation, Macmillan, Sydney, 1990.
- Tulloch, J. and Turner, G., Australian Television, Allen and Unwin, Sydney, 1988.

Journals

- Cinema Papers, MTV, Melbourne.
- Encore, Reed, Sydney.
- ABA Update, Sydney
- Communications Update, CLC, Sydney

Websites

- www.aba.gov.au
- www.dcita.gov.au
- www.afc.gov.au
- www.astra.org.au
- www.commercialradio.org.au
- www.ctva.com.au
- www.abc.net.au

GUEST LECTURERS as at 27 February

Special Guest lecturer: Michael Ward, Head of Policy and Administration, ABC Television. Mr Ward will discuss the operations of the ABC with a summary of the legislation, history, policy and strategy focussing on TV. Michael has also had senior roles with the Australian Film Commission and the Film Finance Corporation.

Special Guest Lecturer: Debra Richards former Director program Services, Australian Broadcasting Authority and Communication Advisor to the Federal Minister for Communications. Debra will discuss the role and responsibilities of the Australian Broadcasting Authority – the specific regulator for broadcasting in Australia. Debra is currently executive director ASTRA, the regulatory representative for Australian Subscription Television and Radio Association

Greg Nelson

Overview

Having commenced his career in Strategic Planning and Market Research, Greg has over 15 years commercial experience in marketing strategy consulting and applying analytic modelling to inform marketing strategy and tactical execution.

In 1994, he resigned as a General Manager of Australia's largest market research agencies to establish The NTF Group, an analytic

marketing consultancy.

Over the past decade, NTF has served a number of major Australia based and international clients including The Coca Cola Corp., Consolidated Press, Jaguar UK, Kellogg, Kraft Foods, Sanitarium, World Vision, Singapore Government Investment Corporation, Commonwealth Bank and Australia Post.

Over this period NTF has earned a reputation for excellence with international and Australian based clients

“The NTF brand price models are the best I’ve seen anywhere in the Coca Cola system, anywhere in the world”

Mary Minnick

**Executive Vice President, President & Chief Operating Officer
Coca Cola Asia**

*Winner - 2001 ADMA Direct Marketing Awards
World Vision*

Experience

1994 – The NTF Group

Founding Director

- Responsible for: client management, Consulting Services & HR

1993–1994 Reark Financial Research.

General Manager

- Responsible for: management of all qualitative & quantitative research conducted for financial institution clients. This included analysis and associated modelling relating to two large scale quantitative monitors.
- Division turnover \$1.6 million.

1988–1993 Financial Market Research

Sydney Manager

- Responsible for: client management for all key accounts, Finance and HR.
- Company turnover \$1.2 million

1987–1988 Australian Opera

Strategic Planning Manager

- Responsibilities included: analysis of subscriber data, preparing of 3 years budgets & corporate plans.

1986–1997 State Bank

Analyst, Research & Strategic Planning Department

- Responsibilities included: Merger & Acquisition Analysis - analysis of internal customer information, financial & management reports, preparing regular reporting on same.

Special Guest: Lecturer: Fred Goldsworthy – BA(Hons), Newcastle (NSW)
MA, Windsor (Ontario)

Brief CV

1972-1997 – Lecturer, Senior Lecturer in Film and Literature, Charles Sturt University

1997-2002 – Head, School of Visual and Performing Arts, Charles Sturt University

1992 recipient of the Faculty of Arts Award for Teaching Excellence

1993 recipient of the Vice-Chancellor's Award for Teaching Excellence

1992 to present, weekly featured film columnist Advertiser

1992 to 2002, weekly film broadcaster ABC radio

Member, Jury for Dendy Short Film Awards, 2003 (Sydney Film Festival)

Member of Judges Panel, Griffith Short Film Festival

Board Member, Reel is Real Short Film and Video Festival

Member, Board of Travelling Film Festival – a division of Sydney Film Festival

Host for specific seasons in NSW and Queensland

Journalist Accreditation to Sydney International Film Festival, Cannes Film Festival, Venice Film Festival

Major publications/texts:

P.Cox and F.Goldsworthy, Featuring Film, Oxford University Press, Melbourne (1995)

P.Cox and F.Goldsworthy, Featuring Film 2: The Sequel, Oxford University Press,
Melbourne (1997)

Currently commissioned to write Distance Education Package for Screen Studies Course at Charles Sturt University

Major film appearance:

Keith (father), The Crossing, dir. George Ogilvie, (Kennedy, Miller), 1992

[Russell Crowe's first film]

Fred Goldsworthy (if available) is a film and literature academic, recently retired as Head, School of Visual and Performing Arts at Charles Sturt University. Professional focus on American and Canadian literature and world and Australian cinema. Regular weekly film columnist for local daily paper, Daily Advertiser: Weekly film broadcaster ABC local radio. Accredited journalist to Sydney, Cannes & Venice Film Festivals. Co-author of two books on teaching cinema in high schools..

Special Guest Lecturer. Darren Ashton, feature film director and former television and national advertising commercial director. Darren will concentrate on the transition from student to feature film director and the various avenues available in Australia through industry and tertiary education