



MDIA 4401 A/B
HONOURS MEDIA
2009

DISCIPLINE OF MEDIA

Introduction

This handbook includes information about the Media Honours year generally. It provides details about the structure of the Honours Program, assessment, requirements for your thesis presentation or project delivery, and other matters relevant to your work as an Honours student. If you have any queries, do not hesitate to contact the Honours Coordinator:

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Please keep this handbook for reference throughout your Honours year

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Prerequisites for Media Honours

The Honours Degree is a full year course of 24 points value. Application may be made to the Honours Coordinator for permission to take Honours part-time over two consecutive years. Entry in the Media Honours program is by invitation following an application process. The applications are considered by the Media Degree Honours sub-committee. There are four criteria used in determining the outcome of applications:

1. Applicant's successful completion of Bachelor of Media Degree or equivalent undergraduate degree approved by the Media Honours Committee.
2. Applicant's Academic Performance: Minimum requirement is 70% average in all Level 2 and Level 3 courses taken in the Bachelor of Media or an equivalent undergraduate degree approved by the Media Honours Committee.
3. Quality of applicant's Honours project proposal.
4. Availability of appropriate supervision of applicant's Honours project.

The Media Honours Committee decides on applications based on these criteria. At its discretion the committee can consider applications which it deems suitable but which fall outside the above set criteria. Please note, however: *University Calendar*, Vol III, Schedule IV, The Honours Degree: -

Candidates for the Honours degree in any course shall not begin their Honours work in that course until they have qualified for the Ordinary degree of Bachelor of Arts or Arts (Jurisprudence), or some other degree deemed by the Faculty to be appropriate preparation ...

Aims of the Media Honours Year

The aim of the Honours program is to provide students with a stronger and more focused intellectual context in which to carry out research in their areas of specialisation in the media. It is designed to extend the academic and creative synergies of the Bachelor of Media Degree into higher degree and professional industry application. It is expected that by the end of the program students would be able to carry out independent research in either a higher degree or an industry-related specialisation. It is also expected that students would have developed awareness and critical skills necessary for a proper understanding of the ethical implications of professional and scholarly conduct.

The Bachelor of Media Honours program recognises the importance and diversity of intellectual demands in a changing world. It enables students to develop skills in their chosen areas of specialisation through a two-pathway structure.

Academic and Creative Pathways

The Academic pathway is for students who want to pursue the traditional critical and analytical research higher degree structure. The creative pathway is for students who want to combine practical with analytical inquiry in any of the production specialisations of the Media discipline. While every student enrolls in the core course

Advanced Media Theory, those on the Academic pathway will choose one elective from a list of special Honours level seminars available within the Faculty of Humanities and Social Sciences. The Discipline of Media also offers the elective course Applied Research: Creative Industries. Those in the Creative pathway will also select an elective seminar, but may also apply to choose an Honours level version of the production course relevant to their project. Approval for this option will be granted by the Honours coordinator based on availability of the production course, the demonstrable skills of the student and the justifiability of the option in relation to the student's Honours project. Honours students may negotiate to take an Honours seminar elsewhere in the Faculty provided approval is gained from the Media Honours coordinator and the coordinator of the seminar. Approval will be based on the suitability of the proposed elective to the student's research goals for the Honours year and the feasibility of the arrangements made to accommodate the student's request.

Structure of the Media Honours Program

Pathway One: Academic

Semester 1 (6 points x 2 = 12 points): Advanced Media Theory (25%) and an Honours Elective/Seminar (25%)
Semester 2 (12 points): Media Honours Dissertation, 15,000 words

Pathway Two: Creative

Semester 1 (6 points x 2 = 12 points): Advanced Media Theory (25%) and an Honours Elective/Seminar or Production Elective at Honours level (25%)
Semester 2 (12 units): Media Honours Project (30%), Project Exegesis, 4,000 words (20%)

Semester 1

Advanced Media Theory and the chosen Honours Elective are worth 6 points each and consequently will require the equivalent of 6,000 – 8,500 words of assessable assignments each. Production Electives require assessable assignments of an equivalent extent depending on the nature of the practical work produced in the context of the Elective. This will be determined in consultation between the Honours Coordinator, the Honours Student and the Elective Coordinator.

Semester 2

The Honours thesis in the Academic Pathway shall be a supervised thesis of 15,000 words which will amount to 50% of the overall grade for the Honours Program. The thesis will be upon a subject of the student's own choice and produced under the supervision of an academic staff member (Co-supervision arrangements may also be organised if required). Students may not make their thesis topic on material on which they are to be *directly* assessed within their coursework.

The Creative Pathway requires a student to produce a Media Honours Project and a Project Exegesis of 4,000 words. Together the grade for these two assignments will

amount to 50% of the overall grade for the Honours Program, with 30% being for the Media Honours Project and 20% for the Project Exegesis.

In Semester 2, seminars will be arranged in which each student will make a brief presentation on their thesis or project research. The aim of the workshops is to provide supportive feedback on research in an informal setting. There is no assessment, but attendance is required.

Information on Core Course (Semester One)

The core course in Semester 1, 2009 is:

Advanced Media Theory

Coordinator: Dr Rob Cover

Information on Elective Course (Semester One)

The available elective in Semester 1, 2009 is:

Media Discipline Elective: Applied Media Research: Creative Industries

Coordinator: Dr Chika Anyanwu

Information on the Thesis and Media Honours Project and Project Exegesis (Semester Two)

Thesis

Your attention is drawn to the following formal requirements for the thesis:

- The length of the thesis will be a maximum of 15,000 words.
- The subject must have the approval of the Honours Coordinator.
- The thesis due date is **the last Friday of teaching in Semester 2, 2009**

Thesis Style and Presentation

- The thesis should be typed in double spacing on A4 paper, on one side of the paper and with a margin of 4 cm on the left.
- It should include a title page giving at the top the title of the thesis in full, your name and degree. You should include at the bottom of the title page the following rubric:

“Submitted in part fulfilment of the Honours degree in Media at The University of Adelaide, [month] 2009.”

- It must include a Contents page and a Bibliography.
- It should not exceed the word limit of 15,000 words.

For other details relating to format, you may consult Colin Norman, *Writing Essays: A Short Guide* (p.25-36) Your supervisor is the best guide you will have to the writing of your thesis.

Referencing style is at the discretion of the student, however strict consistency and a publishable standard of presentation, spelling and grammatical correctness are essential.

Remember that it is important not to exceed the word limit: you are not expected to write the equivalent of a postgraduate thesis. You are, however, expected to present a substantial and well documented argument.

Media Honours Project

The Media Honours Project will be either:

- A video production up to 15 minutes
- A radio production up to 60 minutes
- A multimedia production up to 10,000 words equivalent.

Final draft Script/Project Outline documents are to be submitted with the project and exegesis. A progress report will be required (but not assessable) as part of the scheduled seminars in Semester 2.

The Media Honours Project due date is **the last Friday of teaching in Semester 2, 2009.**

Project Exegesis

The Project Exegesis will be a maximum of 4,000 words. It will provide an explanation and commentary on the Media Honours Project, describing academic, audio-visual and other research undertaken in the course of the Project's production. It will also provide a critical reflection on the Project's goals, production process and completion. The Exegesis will be submitted along with the Media Honours Project.

The Project Exegesis due date is **the last Friday of teaching in Semester 2, 2009**

Honours Marking Scale

The classification scheme of Honours grades (for standard, non-creative pathway assignment assessment) is as follows:

Category	Criteria
First Division I: 90%+	Exceptional. Analytically sophisticated. Substantial intellectual insight.
Division II: 85 to 89% Division III: 80 to 84%	Outstanding. Independence in use of material. Successful reinterpretation of a body of material. Well-crafted argument.
Second Class A Division I: 76 to 79% Division II: 73 to 75% Division III: 70 to 72%	Very competent. Critical, well-researched, well-informed argument, clearly presented. Will not show the same independence of thought and/or analytic ability as is required to achieve a First.
Second Class B Division I: 66 to 69% Division II: 63 to 65 % Division III: 60 to 62%	There are a range of IIB characteristics. These could include: inadequate research; a well-researched but poorly argued piece; a good project with a major research or analytical flaw; ineffective connection between argument and evidence; failure to locate argument in broader intellectual context; failure to address a range of alternative views and interpretations.
Third Division I: 56 to 59% Division II: 53 to 55 % Division III: 50 to 52%	Limited achievement. Basic flaw in the argument or very poor development of an argument. Poor research. Basic problems with connecting research to the argument.
Fail Below 50%	Substantial weaknesses in content and/or understanding apparent. Major irrelevancies.

The classification scheme of Honours grades for Creative Pathway project assessment (including creative projects undertaken in Practical Electives) is as follows:

Category	Criteria
First Division I: 90%+	Exceptional. Conceptually and formally sophisticated media production. Substantial critical and aesthetic insight evident in media production.
Division II: 85-90% Division III: 80 to 84%	Outstanding. Independence in use of medium. Successful critical/formal reinterpretation of existing forms, genres, thematic elements of the medium. Highly competent production and execution of project.
Second Class A Division I: 76 to 79% Division II: 73 to 75% Division III: 70 to 72%	Very competent production and execution of project. Well-researched, well-informed production. Will not show the same independence of thought and/or conceptual/formal ability as is required to achieve a First.
Second Class B Division I: 66 to 69% Division II: 63 to 65 % Division III: 60 to 62%	There are a range of IIB characteristics. These could include: inadequate research; a well-researched but poorly executed production; a good project with a major conceptual or formal flaw; ineffective connection between themes and form; failure to situate the production in relation to key generic, thematic, formal elements and critical knowledge's relevant to the medium and the particular project.
Third Division I: 56 to 59% Division II: 53 to 55 % Division III: 50 to 52%	Limited achievement. Basic flaw in the project conception or very poor development of the project. Poor research. Basic problems with connecting research to the project.
Fail Below 50%	Substantial weaknesses in content and/or understanding apparent, major irrelevancies and flaws in the project conception, production and completion.

Assessment Policies

Students will receive a grade category and written comments on coursework at the end of Semester 1. Please note that these results are *provisional* pending a final Honours result at the end of the year. Coursework assignments produced within the Discipline may be double-marked by examiners internal to the Media Discipline

where appropriate. Theses and Media Projects and Project Exegesis submissions will be double-marked by one internal and one external examiner. The whole year's Honours results for each completing student are considered at a meeting of the Media Discipline's Honours Sub-committee at the end of the year. In 2009, the Honours Sub-committee consists of the following staff:

Dr Rosslyn Prosser (Media Honours coordinator)
Assoc. Prof. Mary Griffiths
Dr Rob Cover

The Media Discipline follows the Faculty of Humanities and Social Sciences' recommendations on Honours assessment practice. Those recommendations are as follows:

- That marks obtained through the double-marking process for Honours work be submitted to the discipline's Honours convenor, who has the responsibility for reconciling the two marks, as appropriate.
- That the following steps be undertaken to resolve significant discrepancies (i.e. more than 5%) between Honours marks: 1). Discussion should take place between the two markers to resolve the discrepancy; 2). If this discussion does not resolve the discrepancy, a third marker should be sought, whose assessment of the piece of work will be entirely independent; 3). If two of the resultant three marks fall within a 5% range, those two marks should be averaged to produce the final mark for that particular piece of work; 4). If all three marks are significantly divergent (i.e. more than a 5% range), then the two highest marks should be averaged to determine the final mark for that particular piece of work.
- That Honours coursework be returned to students in a timely manner (i.e. not later than 4 weeks after the completion of a component of the Honours program), with an indication of the grade awarded (even when that grade is provisional, pending the year's final result).
- That work produced for Honours not be redeemable.
- That late submission of the Honours thesis, where no extension has been granted, incur a penalty of 5 per cent per day late, up to a limit of two weeks.

General

University of Adelaide Statement Concerning Plagiarism And Related Forms Of Cheating

Plagiarism is expressly prohibited in Section 6.2 (Page 17) of the General Academic Program Rules, which are printed in the University of Adelaide Handbook of Academic Programs – Part 1.

Definition: Plagiarism consists of a person using the words or ideas of another as if they were his or her own. The University of Adelaide regards plagiarism as a very serious offence. At the very least it is a misuse of academic conventions; where it is deliberate and systematic, plagiarism is cheating and false pretences. It is the obligation of every member of the University to understand and respect the rules concerning plagiarism: the excuse of ignorance will not be accepted. Plagiarism can take several forms:

- i. presenting substantial extracts from books, articles, theses, and other published or unpublished works such as working papers, seminar and conference papers, internal reports, computer software, lecture notes or tapes, and other students' work, without clearly indicating their origin with quotation marks and references such as footnotes;
- ii. using very close paraphrasing of sentences or whole paragraphs without due acknowledgment in the form of reference to the original work:
- iii. quoting directly from a source and failing to insert quotation marks around the quoted passages. In such cases, it is not adequate merely to acknowledge the source.

Repeat forms of cheating which will also be treated with the utmost seriousness include:

- i. submitting work written by someone else on the student's behalf;
- ii. submitting another student's work whether or not it has been previously submitted by that student;
- iii. two students separately submitting the same piece of work on which they have illicitly collaborated;
- iv. a student submitting a piece of his or her own work for two different courses;

Disciplinary action: Cases of plagiarism or related forms of cheating are dealt with under the terms of Statute 12 'Of Conduct of Students in the University'.

Student Complaints

In March 2001 the University introduced its Policy and Procedures for the Prevention, Handling and Resolution of Student Complaints. Under this policy students can make a formal complaint about the delivery of any academic or administrative service offered by the University. Further information can be found at the following website: www.adelaide.edu.au/student/current/complaint.html

Discipline of Media Occupational Health and Safety Arrangements

For information on these arrangements see the 2009 Media Handbook available on the Media Discipline web page.