

AC-3304

**Narrative Studies &
The Media**

Module Guide

2011/2012

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Module Information

Module Code	AC3304
Module Title	Narrative Studies and the Media
Programme	BA Major in Professional Communication and the Media
Type of Module <i>(Major/Breadth)</i>	Major option for Professional Communication and the Media / Breadth.
Modular Credits	4
Contact Hours Per Week	2 (plus 8-10 non-contact hours per week)
Prerequisites	None

Aims/Objectives/Rationale

Students will be able to:

- Recognise and understand audio production genres.
- Understand how writing for audio is different to writing for visual mediums.
- Analyse various forms of audio production including: documentary, drama, docu-drama, comedy, game shows, interviews, current affairs etc.
- Write an audio production.
- Produce an audio production

Module Content

Narrative for media is an opportunity for UBD students to work closely with the on-campus radio station UBDfm. Students will be introduced to UBDfm and encouraged to contribute to the management and broadcasting of the station. Students will also produce audio content that may be played by UBDfm.

Lectures/Tutorials:

Our contact class time is 2 hours per week – this will be divided as follows:
In class exercises; Discussion of the previous week's lectures; any class issues.
Lecture on the genre for the current week and preparation for the next week's assessment submission.

Independent Work (OUTSIDE OF CLASS HOURS):

Student Workload = 10 hours per week

Contact Hours for timetabling = 2 hours per week

This means you are required to work on this module for 8 hours per week in between classes.

This time is used to:

- Research the week's topic on the web and elsewhere.
- Locate narratives to discuss in class.
- Work on your module assignments.

As well as...

- Analyse.
- AND Critically evaluate (in your own words) your own and your class-members selections and productions.
- Critically evaluate (in your own words)

ASSESSMENT

Assessment	Examination:	20%
	Coursework:	80%
	Item 1. Present an Audio Breakdown (10%) Week 5	
	Item 2. The Story Behind (10%) Due Week 7	
	Item 3. Audio Script (30%) Due Week 9	
	Item 4. Audio Production 30%) Due Week 13	
Textbook(s) References:	There is no required text. Readings and reference materials will be supplied in class.	
Staff:	Lecturers: Dr. Janet Marles; Programme Leader: Alex Henry	

Standards and Policy

<p>Student Responsibilities</p>	<p>As Shaquille O'Neal, a famous American basketball champion and celebrity once said, "Excellence is not a singular act, but a habit. You are what you repeatedly do."</p> <ul style="list-style-type: none"> • To pass this module, you need to be consistent. Quickly assembling assignments in the last minute will not help you pass. Adversely, you will learn very little that will improve your critical and practical skills for professional communication. • You MUST participate in the class blog. This is where you submit your materials each week for critical evaluation and feedback. • And remember, there is NO SUCH THING as a "stupid question". All questions are valid and more often than not, it is the simplest and most "ridiculous" question that is the most thought provoking. So please bring your questions to class and we will explore it together.
<p>Contact Hours</p>	<ul style="list-style-type: none"> • Attending class is a prerequisite of UBD studies in Professional Communication. Students who fail to attend more than twice will be subject to disciplinary action. Adversely, your final grades will be affected. • Students who physically attend tutorials but who come unprepared and do not contribute to discussions will be marked as absent. • There are tutorial assignments each week. Please research, prepare and submit each assignment before coming to class.
<p>Assignment</p>	<ul style="list-style-type: none"> • ALL work submitted must include a written statement by you. Please include your own name and student number with each piece of work. • Any requests for extension of time to submit assignments should be made to the tutor, in advance (of AT LEAST 3 days), with evidence of the grounds to support your request. • Late assignments will be penalised at 10% a day (inclusive of public holidays) <i>unless</i> you have already made advance arrangements with your tutor. • Students must ALWAYS keep a copy of your assignments/projects as safeguard against any unintentional loss or theft. The tutor will not be held responsible for the loss of an assignment and/or project and will grade accordingly if the student is unable to reproduce the original document.

Grading	The following information is retrieved, truncated and modified (for the purpose of this module) from the <i>GenNext Assessment and Standards Guide</i> . Tutors will grade all projects and assignments based on the information below unless specific instructions have been given to students and tutors (in the section called “Assignments and Assessments” or in person) regarding alternative marking rules.
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Grade	GP	Mark	Description
A+	5	Distinction 90-100	Excellent/Outstanding Work
A	4.5	Distinction 80-89	<i>Student shows high level of analysis based on a clear thesis statement; well structured document with a consistent and logical flow of argument, justification and exemplification throughout the document; critical interpretation of scholarly work; ability to illustrate and exemplify problems and complex theories; extensive range of scholarly sources showing evidence of wide information retrieval; and written in pleasing prose free of grammatical, punctuation and spelling errors.</i>
B+	4.0	High Credit 75-80	Very Good Work
B	3.5	High Credit 70-74	<i>Demonstrates an ability to compare and contrast evidence, and theories, systematically; analytical, based on wide reading beyond prescribed texts; capable of some critical insight into research and/or theory and/or applicability thereof; good style and clear expression although with minor grammatical and structural errors; ability to sustain argument; able to demonstrate how theory can be applied; better able to apply principles to argument albeit with minor errors.</i>
C+	3.0	Credit 65-69	Good Work
C	2.5	Credit 60-64	<i>Accurate description complemented by some analysis with some evidence of ability to apply theory; some useful insights; use of range of sources (at least from prescribed texts); shows a good knowledge and some critical negotiation and application of principles and theories to the given assignment rather than simply using recall techniques; coherent argument which is to the point but could be improved. Minor grammatical and structural errors.</i>
D+	2.0	Pass 55-59	Satisfactory Work
D	1.5	Pass 50-54	<i>Comprehensible; satisfactory description based on acceptable grasp of basic texts; satisfactory understanding of major issues but with little evidence of analysis; able to understand</i>

			<i>and apply principles and theories to a wider range of issues; use of a range of sources (at least from pre-given texts); reasonable level of clarity and coherence of written communication but with cluttered and ill-structured use of language.</i>
E	1.0	(Conditional)* Pass 40-49	Poor Work <i>Comprehensible although with excessive ambiguities; some accurate description, as opposed to analysis, based on a limited range of sources; general grasp of subject matter and major issues involved; able to descriptively apply basic principles and theories but shows little or no critical understanding or negotiation with argument; a minimal level of coherence of style and composition.</i>
F	0	Fail 39 or less	Unacceptable Work <i>The work may be plagiarised; very limited grasp of subject matter; incoherent argument; incomplete; difficult to read; off the point; little evidence of any relevant reading; negligible understanding of set material; superficial; major errors of focus; unable to adequately answer assignment question/topic; some or all of the above.</i>
		<p>Notes: * Grade E/Conditional Pass The University Regulations state that Grade E (for the Semester Module) will be marked “Conditional Pass” twice throughout the period of study of an undergraduate; a third “Grade E” will automatically be converted into a Grade F.</p> <p>In relation to this, students must maintain a minimum GPA of 2.0 for the semester. A student will be placed on probation if their GPA falls below 2.0. A student who is on probationary status for two consecutive semesters will be terminated from UBD.</p>	

<p>Academic Integrity</p>	<p>Universiti Brunei Darussalam encourages its students and staff to pursue the highest standards of integrity in all academic activity. Academic integrity involves behaving ethically and honestly in scholarship and relies on respect for others' ideas through proper acknowledgement and referencing of publications. (This includes images).</p> <p>Lack of academic integrity, including the examples listed below, can lead to serious penalties.</p> <p>Find out more about how to reference properly and avoid plagiarism at: http://www.ubd.edu.bn/academic/courseoutline/citation.html</p>
<p>Plagiarism</p>	<p>Inappropriate or inadequate acknowledgement of original work including:</p> <ul style="list-style-type: none"> • Material copied word for word without any acknowledgement of its source • Material paraphrased without appropriate acknowledgement of its source • Images, designs, experimental results, computer code etc used or adapted without acknowledgement of the source.
<p>Ghost writing</p>	<p>An assignment written by a third party and represented by a student as her or his own work.</p>
<p>Collusion</p>	<p>Material copied from another student's assignment with her or his knowledge.</p>
<p>Purloining</p>	<p>Material copied from another student's assignment or work without that person's knowledge.</p>
<p>Non-Discriminatory Use of Language</p>	<p>Universiti Brunei Darussalam is committed to international academic excellence and the use of discriminatory language to vilify and/or discriminate against another person is prohibited.</p> <p>Discriminatory language refers to offensive terms to gender, race, age, sexual orientation, citizenship or nationality, ethnic or language background, physical or mental ability, or political or religious views, or which stereotypes groups in an adverse manner.</p> <p>It is exceptionally important that you take note of your written work and be wary of how you describe and express your thoughts. The most common use of discriminatory language is in terms of gender and sexuality. However, this being said, the exception to the rule will allow an individual to express such language if it is engaged for the purpose of scholarly and academic justification. You are advised to check and edit your work for this.</p>

Assessment details

Examination	20%	Exam Week
Coursework Assessment:	80%	DUE
Item 1. Audio Breakdown	10%	Week 5
Item 2. The Story Behind	10%	Week 7
Item 3. Audio Script	30%	Week 9
Item 4. Audio Production	30%	Week 13

Assessment Item 1.

Audio Breakdown

Due Date: 16 February – Week 5

Total = 10%

Assessment Item 2.

The Story Behind

Due Date: 16 February – Week 7

Total = 10%

Assessment Item 3.

Audio Script

Due Date: 15 March – Week 9

Total = 30%

Assessment Item 4.

Audio Production

Due Date: 12 April - Week 13

Total = 30%

Module Outline

LECTURES/TUTORIALS:

Our contact class time is 2 hours per week – this will be divided as follows:

Week 1: Introduction to AC-3304

Week 2: Modes of Narrative 1 – Blogs and other online narrative.

Week 3: Modes of Narrative 2 – Video and other imagery (The Story Behind)

Week 4: Modes of Narrative 3 – Radio and other audio.

Week 5: Audio Breakdown...

Assessment Item 1 is DUE - Due Date: 11 February – Week 5

Week 6: The Story Behind.. Problem solving/Practice for assessment item 2.

Week 7: Writing for Audio – “The Story Behind”

Assessment Item 2 is DUE - Due Date: 25 February – Week 7

Mid Semester Break

Week 8: Writing for Radio

Week 9: Writing for Radio - Problem solving for assessment item 2.

Assessment Item 3 is DUE - Due Date: 17 March – Week 9

Week 10: Audio Production 1

Week 11: Audio Production 2

*Week 12: Audio Production 3

*Week 13: Audio Production 4 - Problem solving for assessment item 3.

Assessment Item 4 is DUE - Due Date: 14 April - Week 13

Week 14: Preparation for Exam

Week 15: Exam Revision Week

Week 16: Exam Week 1

Week 17: Exam Week 2

