



Science and
the media

STS288

Subject Autumn 2007

Outline:

Credit Points 8

Pre-requisites 36cp at 100 level

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office 19.2016

consultations Sometimes you can find me in my office, especially in the afternoons. You are also welcome to contact me by phone (at home after 7am and before 9pm, please), fax or email, to discuss any issue or make an appointment.

for Arts Enquiries

Faculty of Arts

Enquiry Centre

room 19.1050

Monday-Friday,

9am-5pm

phone 4221 5328

www.uow.edu.au/arts

fac_arts@uow.edu.au

▶ staff contact details

▶ timetable

▶ assignment coversheets

▶ handbooks

▶ assignment submission

▶ administrative forms

▶ general information

STS288 Subject Schedule

Classes are in room 25.149

You can choose one of two class times (assuming there's a reasonable balance between them):

Class 1: Monday 12.30-14.30

Class 2: Monday 14.30-16.30

This is a change from the originally scheduled class times. The reason is that there are more students enrolled than the capacity of the room. Occupational health and safety rules do not allow more students in the room than the rated capacity.

If you want to attend more than two hours per week, you are welcome to attend both classes. From week 3 onwards, they will be mostly independent, because student-led activities will take up much of the time.

Week		Topic for the week: each topic will be linked to a theory, announced later	Notes
1	Mon 26 Feb		
2	Mon 5 March	global warming; capitalism	
3	Mon 12 March	forensic science, e.g. CSI	
4	Mon 19 March	water issues	Class 1 finishes at 13.30
5	Mon 26 March	nuclear weapons	
6	Mon 2 April	gambling	
	Mon 9 April	RECESS	
7	Mon 16 April	digital consumer products	
8	Mon 23 April	evolution	Class 1 finishes at 13.30
9	Mon 30 April	whaling	Class 1 finishes at 13.30
10	Mon 7 May	GM food	<i>Project plan due Friday 11 May, 2pm</i>
11	Mon 14 May	cosmetic surgery	
12	Mon 21 May	<i>to be decided</i>	Class 1 finishes at 13.30
13	Mon 28 May	<i>to be decided</i>	
	Mon 4 June	STUDY RECESS	
	11 - 22 June (inclusive)	EXAM PERIOD	<i>Project report due Tuesday 12 June, noon</i>

Subject Description

Science increasingly frames social debates, and is itself socially directed. The media play a central role in both processes, a role often subject to criticism, especially from scientists. This subject examines the complex social dimensions of the relation between science, media and the 'public.' Topics may include: scientific knowledge in political debates; public understanding of science; media portrayals of science and scientists; science journalism; science as 'public knowledge'; and pro- versus anti-science 'movements.'

Assessment Summary

The assessment categories and weightings were decided in class in week 1.

	Assessment	Length	Due Date	Weighting
1	Participation	30-60 seconds	Weeks 2 through 13	20%
2	Short	5-10 minutes	As agreed in class	20%
3	Class activity	10 minutes/ person	As agreed in class	20%
4	Project proposal	100 words	Friday 11 May, 2pm	10%
5	Project	1500-2000 words	Tuesday 12 June, noon	30%

Subject Requirements

- **Attendance requirements:** Attendance is required. If you attend less than 80% of classes, for whatever reasons – health, work, etc. – you will be given an extra assignment, whose satisfactory completion will be required to pass the subject. If you are present for only part of a class, that counts as fractional attendance.
- **Completing the subject:** To pass the subject, you must obtain at least 50% overall from the assessment components (participation; short; class activity; project plan; project report) and satisfy the attendance requirements stated above.
- **Extensions for written work:** I will grant extensions only when applications for special consideration are made through SOLS.
- **Penalty for late submission of work:** Late work (i.e. any work required for assessment that has not been given an extension) will be subject to a 10% penalty per day. The penalty is applied to the original mark awarded. Work submitted after seven calendar days will not be marked and will be given a mark of 0.

Failure to meet these requirements can lead to a technical fail in the subject.

Assessment Tasks - in detail

Task 1 - Participation

due: weeks 2 to 13

weighting: 20%

length: 30 to 60 seconds

In week 1, we decided a sequence of topics. Each week, you are expected to read an article on the topic – or the equivalent in another medium, such as watching a TV show – and link it to the theory for the week. You will then give a brief verbal report on the article, and any connection to the theory, to the class. This will be the first thing we do each class, so come on time.

In your verbal report, you should not read. If you want, use a few key words to help you remember the main points. Maintain eye contact with the class and speak clearly. If you're nervous, that's okay! The best way to reduce nerves is to practice by yourself beforehand.

You will not be assessed on how well you speak. All you need to do is give your report. You start with 20 marks and lose 2 marks for every week you don't give a report, due to absence or not being prepared.

For week 2, the topic is global warming. Select a media item about global warming: a newspaper or TV report, a film (like *An Inconvenient Truth*), an advertisement, a website, or a book. Alternatively, you can select a scholarly analysis of the issue. You can choose something recent or something from years or decades ago.

Try to find something others in the class won't pick. If you choose the first item listed by Google, that's not very original! Find something different or profound so others can learn from your investigation, just as you'll learn from theirs.

Each week, you'll need to link the topic to a theory. For week 2, the theory is capitalism. So find out some basic ideas about capitalism, and make a comment about how capitalism relates to global warming.

You'll have to be brief! Practice beforehand and you'll be amazed how short the time is, yet how much you can say with a careful choice of words.

Task 2 - Short

due: In class, a week to be decided.
weighting: 20%
length: 5-10 minutes

Each short is a brief report on a media item about science and how it relates to a theory.

Here are some possible theories:

- political: liberalism, representative government, fascism, participatory democracy, socialism, anarchism, totalitarianism
- economic: capitalism, neoclassical economics, Marxism, political economy, Gandhian economics, humanistic economics
- religious: Buddhism, Christianity, Islam, Hinduism, atheism, Scientology, Rastafarianism, Jediism
- other: environmentalism, Gaia, feminism, racism, consumerism, altruism, pacifism, militarism

You can also use theories from psychology, law, education and other fields.

You should present one or more relevant items from the media. These may be newspaper or magazine articles, video clips, email messages, etc.

You should also refer to at least two sources, such as books or scholarly articles, about the theory/concept.

Short reports must be spoken from memory or dot-point notes. Do not read from text. You can use powerpoint, overheads, posters, handouts and objects.

Suggestion: when you put text on the screen, let the audience read it – in silence.

Timing: Your maximum time is 10 minutes, and you may be cut off at that point.

Shorts will be assessed using these criteria (roughly equally)

- Selection and understanding of media items
- Understanding of theory/concept
- Application of theory/concept to the media items
- Organisation and expression.

Task 3 - Class Activity

due: Assigned in class

weighting: 20%

length: up to 10 minutes per person

You will work in a group of two or four students to run a class on a topic agreed by me. Topics normally should involve theory and a case study. (See the list of theories under Task 2.) You can run a class activity on your own, but that's much more difficult!

The class can be run as a debate, game, quiz, small group exercises or any other activity that helps others to learn. You should *not* stand and talk at all, but should design one or more participatory activities. Consider using posters, handouts, tapes and videos. You should also include some method to evaluate how well the class has *understood* what you are trying to get across (not just how well they liked the activity). This is important!

Maximum time for each class activity is 10 minutes times the number of group members, e.g. 30 minutes for a three-person group. Less time than this is fine!

Class activities will be assessed using these criteria (roughly equally)

- knowledge of case study
- understanding of theory
- audience involvement
- aids (handouts, slides, posters, videos, etc.)
- method of evaluating how well the class has understood your message.

Task 4 - Project Plan

due: Friday 11 May, 14.00

weighting: 10%

length: 100 words (approximately)

Write a summary of what you plan to do in your project. You can send it to me by email. If it is satisfactory, your mark for the plan will be the same as for the project report. If not, I'll ask you to prepare a revised version. If you don't hand it in, you get zero for this component. The main purpose of this is to get you thinking about the project early. By all means submit your plan sooner!

Task 5 - Project Report

due: Noon Tuesday 12 June
weighting: 30%
length: 1500-2000 words

Submission: Either (1) send by express post (posted by noon 12 June) to Brian Martin, Arts Faculty, University of Wollongong, NSW 2522, or (2) put under the door to my office (19.2016).

Put your name on a cover sheet but not elsewhere on the report. I plan to mark the reports without knowing who wrote them.

You are encouraged to work in a group. Pick an issue involving science and the media. (This could be a current issue or, through detailed records, an historical one.) Collect first hand and secondary information relating to the issue, for example through analysis of media content, observations of conversations or behaviours, articles, books and statistical data. Analyse the information you obtain using a theoretical framework, such as one of those listed in task 2.

Include in your report:

- information about the issue (include at least 3 references);
- discussion of the theory used (include at least 3 references);
- how you obtained information about the issue;
- your analysis of the issue and your recommendations or assessments.

Form: essay (1500-2000 words), report and/or poster, powerpoint, video, audio or other format, or combination of formats, as agreed by me.

You are welcome to submit a draft for comments.

Resubmission Anyone whose project report receives a mark less than 50 will have the option of resubmitting it. Maximum mark for resubmission: 50.

Project reports will be assessed using these criteria

- understanding of the topic
- understanding of the theory
- application of the theory to the topic
- use of information obtained
- quality and originality of the form of the report

Learning Outcomes/Tertiary Literacies

At the end of this subject, students should have demonstrated, on the basis of written work, oral presentations and other contributions to tutorials, that they: can describe and comment critically on some key issues in the public understanding of science and technology; can explain some of the relations between key elements involved in the public reception of scientific and technological issues, such as forms of presentation, arenas of debate, forms of participation, the authority of scientific expertise, and the perception of risks; can identify and evaluate different theoretical approaches to explaining these issues and relations; can deploy relevant theoretical concepts from social analysis in the examination of a case study; have developed their skills in finding and using arguments and information in critically evaluating such material; and in essay writing and seminar presentation.

Students will acquire the following information, and generic skills/competencies as a result of their participation in this subject: A commitment to continued and independent learning, intellectual development, critical analysis and creativity; Coherent and extensive knowledge in a discipline, appropriate ethical standards and, where appropriate, defined professional skills; Self confidence combined with oral and written communication skills of a high level; A capacity for, and understanding of, teamwork; An ability to logically analyse issues, evaluate different options and viewpoints and implement decisions; An appreciation and valuing of cultural and intellectual diversity and ability to function in a multi-cultural or global environment; A desire to continually seek improved solutions and to initiate, and participate in, organisational, social and cultural change; An acknowledgment and acceptance of individual responsibilities and obligations and of the assertion of the rights of the individual and the community.

Plagiarism

Giving and gaining credit for ideas is so important that a violation of established procedures has a special name: plagiarism. Plagiarism means using the ideas of someone else without giving them proper credit. That someone else may be an author, critic, journalist, artist, composer, lecturer, tutor or another student. Intentional plagiarism is a serious form of cheating. Unintentional plagiarism can result if you don't understand and use the acceptable scholarly methods of acknowledgment. Plagiarism will not be tolerated. Irrespective, the University may impose penalties which can be very severe.

For full details about the University's plagiarism policy see:
www.uow.edu.au/handbook/courserules/plagiarism.html

Submission of Assignments

- Students should keep a copy of all work/assignments handed in.
- Assignments sent by fax or e-mail will not be accepted unless agreed between the lecturer and student.

Return of Assignments

- The University's Code of Practice Teaching and Assessment requires that at least one assignment be assessed and returned before Week 9 of session.
- Assessments of shorts and class activities will be returned at the end of the class when they are done.
- Assignments submitted at the end of session will be held by Brian Martin until the end of Week 3 of the following session. After this time, assignments will be disposed of.

Special Consideration

Students who miss a deadline or otherwise find their work in the subject affected by illness or serious misadventure should lodge a formal request for Special Consideration via SOLS. The procedures for lodging a request are available at:
www.uow.edu.au/handbook/courserules/specialconsideration.html

Codes of Practice, Rules and Guidelines

The University has in place codes of practice, rules and guidelines that define a range of policy issues on both educational and student matters. The policies relevant to the Faculty of Arts and their web addresses are as follows:

Code of Practice Teaching & Assessment: www.uow.edu.au/handbook/codesofprac/teaching_code.html
Code of Practice Honours: www.uow.edu.au/handbook/honourscode.html
Code of Practice Students: www.uow.edu.au/handbook/codesofprac/cop_students.html
Code of Practice Student Discipline: www.uow.edu.au/handbook/generalrules/student_discipline_rules.html
EEO Policy: staff.uow.edu.au/eed/eeopolicy.html
Special Consideration Policy: www.uow.edu.au/handbook/courserules/specialconsideration.html
Non-Discriminatory Language Practice & Presentation: staff.uow.edu.au/eo/nondiscrimlanguage.html
Occupational Health and Safety: www.uow.edu.au/about/policy/ohs.html
Intellectual Property: www.uow.edu.au/handbook/courserules/ownershipofwork.html
Human Ethics Research Guidelines: www.uow.edu.au/research/rso/ethics/
Student Academic Grievance Policy: www.uow.edu.au/handbook/courserules/studacgrievpol.html

Support Services

Both the Faculty and the University offer support services to its undergraduates.

Arts Central

Building 19 Room 1050
phone: 02 4221 5328 fax: 02 4221 5341
Mon - Fri: 8.30am to 5.30pm
Email: fac_art@uow.edu.au
www.uow.edu.au/arts

Sub Dean

to make an appointment to see the Sub Dean, contact the Sub Dean's Assistant at Arts Central or phone: 02 4221 4838

Course Readers and Textbooks

UniShop - Building 11
phone: 02 4221 8050 fax: 02 4221 8055
unishop.uow.edu.au

Student Administration

Student Central - Building 17
phone: 02 4221 3927 fax: 02 4221 4322
e-mail: studenq@uow.edu.au
www.uow.edu.au/student/centre
www.uow.edu.au/student/sols

Disability Liaison Officer - Building 11

third floor of the UniCentre building
phone: 02 4221 3445 fax: 02 4221 5667
www.uow.edu.au/student/services/ds

University Library, including the Faculty Librarian

Building 16
phone: 02 4221 3548
library.uow.edu.au

Student Equity and Diversity Liaison Officer

Room 19.1075
Phone: 4221 3635
The Student Equity & Diversity Liaison officer provides support when dealing with:

- student welfare, both domestic & international;
- EdStart (grants for financially disadvantaged students);
- Liaison for the Disability program, Counselling, Learning Development, Careers etc.
- Developing social networks for students within faculties.

Learning Assistance

Learning Resource Centre - 19.G102
phone: 02 4221 3977
www.uow.edu.au/student/services/ld

Careers Service - Building 11

phone: 02 4221 3325
www.uow.edu.au/careers

Counselling Service - Building 11 (level 3)

phone: 02 4221 3445
www.uow.edu.au/student/services/cs

Woolyungah Indigenous Centre - Building 30 (Aboriginal Education Centre)

phone: 02 4221 3776 fax: 02 4221 4244
www.uow.edu.au/aec

Faculty Handbook

The Faculty issues a Handbook free of charge to all students enrolled in an Arts Subject. It contains information on the structure of the Faculty's degrees, the majors offered, the more important University policies and other matters that may affect your time as a student in the Faculty.