

Victoria University of Wellington

School of English, Film and Theatre & Media Studies

MDIA 101 - Media: Texts and Images (18 points: 1/3)

Outline for Semester One 2008

Coordinators

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Postal Address

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Consultation

Teaching staff will be available for a period of general consultation each week: contact times, and details re tutors, will be announced during the first week, and posted on the Media 101 Blackboard site.

Lectures

Wednesday 11-1pm in New Kirk LT 303

Tutorials

Tutorials begin in **week two** (rooms & times TBA).

Set Text

A course reader will be available from Student Notes (ground floor of the Student Union Building)

Recommended (and on Reserve)

Bignall J (2002) Media Semiotics

Branston G & Stafford R (2003) The Media Student's Book

Goode L & Zuberi N (eds) (2004) Media Studies in Aotearoa/New Zealand

Kellner D (2003) Media Spectacle

Matheson D (2005) Media Discourses

O'Shaughnessy M & Stadler J (2005) Media & Society

Schirato T & Yell S (2000) Communication and Cultural Literacy

Schirato T & Webb J (2003) Understanding Globalization

Schirato T & Webb J (2004) Understanding the Visual

Sturken M & Cartwright L (2001) Practices of Looking

Webb J et al (2002) Understanding Bourdieu

Course Description

Media 101 provides an introduction to techniques of scholarship and textual analysis, specifically with regard to the ways media texts can be read and contextualised. It covers the basic literacies that will be required of students within the media studies program. The concepts to be covered include sign, text, communication and culture, scholarship, analysis, cultural fields, media literacy, genre, narrative, discourse, medium and ways of seeing.

Course Aims & Objectives

- Introduce students to, and enable them to learn to develop and practice, techniques of scholarship and textual analysis.
- Help students develop written, spoken and visual communication literacies.
- Introduce students to, and enable them to acquire a practical familiarity with, the concepts of sign, text, communication and culture, scholarship, analysis, cultural fields, media literacy, genre, narrative, discourse, medium and ways of seeing.
- Introduce students to, and develop their literacy with regard to, media narratives and genres.
- Prepare students for more advanced and specialised studies of media contexts and text

Assessment

Essay

Value: 30%

Length: 1500 words

Due 4.30 pm, Friday 4th April (Drop Box at Media Studies Office)

The essay covers material dealt with in lectures 2-4 (inclusive).

Oral Presentation

Value: 20%

Length: 5 minutes

Assessed in tutorials weeks 9-11 (inclusive)

Take-home Exam

Value: 50%

Length: 2 essays of 1000 words each (2000 words in total)

Due 4.30 pm, Friday 30th May (Drop Box at Media Studies Office)

The take-home exam covers material dealt with in Lectures 5 to 11 (inclusive).

Extensions and Late Essays

Extensions can be given by your tutor, but only in exceptional circumstances. If you feel you may need an extension, speak with your tutor as soon as possible, providing relevant documentation where appropriate (a doctor's certificate, a note from a counsellor). Late Essays without an extension will be penalised at the rate of 1% of the percentage achieved per day (so an essay achieving 50% will go down to 49% after one day etc).

Presentation of Written Work

All written work must be in an acceptable academic format. Later in this document are two items that you can consult if unsure about the presentation of academic work. These are: 1) the section entitled 'Essay Format, Bibliography and Referencing;' and 2) the page entitled 'Style Checklist.' The deadlines for term work must be strictly observed. If you need an extension beyond the due date for any piece of work, you should apply to your tutor before the due date, providing supporting documentation if possible. Work submitted with an extension will be graded in the normal way.

Late work submitted without an extension will be counted, as long as it is received within one week of the due date. Such work will, however, be penalised and there will be a lack of comments on your assignment. Students who are prevented by illness (or exceptional circumstance) from submitting work during the last three teaching weeks of the course should apply for extensions (see above). However, the University does not permit us to accept any work after the end of the examination period and students who cannot complete their work by this date for medical or similar reasons should consult the aegrotat provisions in the Calendar.

Mandatory Requirements

The minimum course requirements, which must be satisfied, include completion of all in-term assessment pieces by the required date and attending at least 7 of the 11 scheduled tutorials. Failure to satisfy the course requirements will leave you with a fail grade. If you are concerned that you might be unable to meet this deadline see the convenor as soon as possible.

Essay Format, Bibliography and Referencing - Media Studies

Your assignments must incorporate a bibliography and references where appropriate. The following demonstrate appropriate layout for the above essay components. School-specific information on the presentation of essays can be found at: victoria.ac.nz/seft/documents/guideforseftstudents.doc

1. Sample Bibliography Entries

An authored book:

Elizabeth Jacka and Stuart Cunningham, Australian Television and International Mediascapes,

Cambridge: Cambridge University Press, 1996

An edited book or anthology:

Horace Newcomb ed., Television: The Critical View, 5th edn, New York: Oxford University Press, 1994.

An essay from an edited book or anthology:

Tapio Varis, "Trends in International Television Flows," in Cynthia Schneider and Brian Wallis (eds)

Global Television, New York: Wedge Press, 1988.

2. Sample Footnotes or Endnotes

An essay in an edited book:

Geoff Murphy, "The End of the Beginning," in Jonathan Dennis and Jan Bieringa eds. Film in Aotearoa New Zealand, (Wellington: Victoria University Press, 1992) 130.

An extract from a single authored book:

Nick Perry, The Dominion of Signs: Television, Advertising and Other New Zealand Fictions (Auckland: Auckland University Press, 1994) 49-56.

3. Using Quotations

If you are using quoted passages there are two different ways they should be presented within your text, depending on the length of the extract. If the quotation is less than three lines long it is best to incorporate it into the surrounding context (that is, your own paragraph) and use quotation marks around it. If the quotation is three lines or longer, it is correct to put it into a paragraph on its own, which if clearly indented does not require quotation marks.

GENERAL UNIVERSITY STATUTES AND POLICIES

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the *Victoria University Calendar* available in hardcopy or under "about Victoria" on the Victoria homepage at:

<http://www.victoria.ac.nz/home/about/victoria/calendar/intro.html>

Information on the following topics is available electronically under "Course Outline General Information" at:

<http://www.victoria.ac.nz/home/about/newspubs/universitypubs.aspx#general>

- Academic Grievances
- Student and Staff Conduct

- Meeting the Needs of Students with Impairments
- Student Support

Academic Integrity and Plagiarism

Academic integrity is about honesty - put simply it means *no cheating*. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalized severely. Consequences of being found guilty of plagiarism can include: an oral or written warning, cancellation of your mark for an assessment or a fail grade for the course, or suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

Students with Impairments (see Appendix 3 of the Assessment Handbook)

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, please contact the course coordinator as early in the course as possible. Alternatively, you may wish to approach a Student Adviser from Disability Support Services (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building:

telephone: 463-6070

email: disability@vuw.ac.nz

Dr Joost de Bruin (joost.debruin@vuw.ac.nz, 463 6846) is the Disability Liaison Person (DLP) for the Media Studies, Film and Theatre programs. He can be contacted by students who have special needs regarding disability-related issues.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. In the Faculty of Humanities and Social Sciences the support contact is **Dr Allison Kirkman, Murphy Building, room 407**. Assistance for specific groups is also available from the Kaiwao Māori, Manaaki Pihipihinga or Victoria International.

Manaaki Pihipihinga Programme

This programme offers:

Academic mentoring for all Māori & Pacific students at all levels of undergraduate study for the faculties of Commerce & Administration and Humanities & Social Sciences. Contact Manaaki-Pihipihinga-Programme@vuw.ac.nz or phone 463 6015 to register for Humanities & Social Science mentoring and 463 8977 to register for mentoring for Commerce and Administration courses

Postgraduate support network for the above faculties, which links students into all of the post grad activities and workshops on campus and networking opportunities
Pacific Support Coordinator who can assist Pacific students with transitional issues, disseminate useful information and

provide any assistance needed to help students achieve.
 Contact; Pacific-Support-Coord@vuw.ac.nz or phone 463 5842.

Manaaki Pihipihinga is located at: 14 Kelburn Parade, back court yard, Room 109 D (for Humanities mentoring & some first year Commerce mentoring) or Room 210 level 2 west wing railway station Pipitea (commerce mentoring space). Māori Studies mentoring is done at the marae.

Student Services

In addition, the Student Services Group (email: student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at:

www.victoria.ac.nz/st_services/

VUWSA employs Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office (tel. 463-6983 or 463-6984, email at education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Workloads

The following approximate guidelines for average number of hours per week **including class contact hours** have been recommended for an undergraduate paper:

100-level	FY	36 points	12 hours
1-trimester		18 points	12 hours
FY		18 points	6 hours

200-level	FY	44 points	15 hours
1-trimester		22 points	15 hours
FY		22 points	7.5 hours

300-level	FY	48 points	18 hours
1-trimester		24 points	18 hours
FY		24 points	9 hour

Lecture Schedule

Week 1: Introduction to the Course

Reading: Media Studies in Aotearoa/NZ (Reading 1)

Week 2: Signs and Meaning Making

Reading: Understanding the Visual (Reading 2) & Media Discourses (Reading 4)

Week 3: Mediation

Reading: Understanding the Visual (Reading 2) & Media Discourses (Reading 4)

Week 4: Cultural Literacy

Reading: Communication & Cultural Literacy (Reading 3)

Week 5: Texts and Contexts

Reading: Understanding the Visual (Reading 2) & Communication & Cultural Literacy (Reading 3) & Understanding Globalization (Reading 6)

Week 6: Genre and Narrative

Reading: Understanding the Visual (Reading 2) & Genre (Reading 5)

Week 7: Cultural Fields

Reading: Communication & Cultural Literacy (Reading 3)

Mid-Trimester Break

Week 8: Subjectivity and Identity

Reading: Understanding Globalization (Reading 6) & Modernity at Large (Reading 7)

Week 9: Discourse

Reading: Media Discourses (Reading 4) & Modernity at Large (Reading 7)

Week 10: Ways of Seeing

Reading: Understanding the Visual (Reading 2) & Modernity at Large (Reading 7)

Week 11: Public/Private: the Politics of Everyday Life

Reading: Modernity at Large (Reading 7)

Week 12: No Lecture

Reading: None