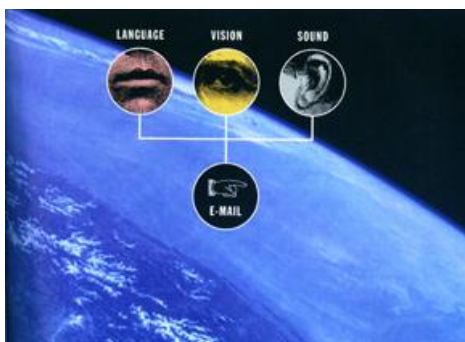


MDIA 309**New Media: Theory & Practice
2008****Course Description**

This course critically engages with the social and institutional dimensions of new media in an age of information, and the relationships between new media and the existing theoretical resources of media studies. We ask: what constitutes an information society? What media practices are specific to such an information society? What theories and concepts are available to us, to aid our study of these social and technological changes? To engage with this question we examine how new media transforms contemporary culture and everyday life, and, in turn, how cultural, economic, and political forces shape these new media technologies.

Coordination and Teaching

Convenor and Lecturer:	Lecturer:	Lecturer:
Jo Smith	Anita Brady	Angi Buettner
42-44 KP	42-44 KP	42-44 KP
Room 211	Room	Room
Email: jo.smith@vuw.ac.nz	Email: anita.brady@vuw.ac.nz	Email: angi.buettner@vuw.ac.nz
Office hours: 2-3pm Wed or by appt.	Office hours: Tues 1-3pm	Office hours: Wed 2-3pm
Tel.: 463 6801	Tel.: 463	Tel.: 463
Contact Jo for all info related to her lectures on this course.	Contact Anita for all info related to her lectures on this course	Contact Angi for all info related to her lectures on this course

This is a team-taught paper and we encourage discussion across the various blocks of lectures delivered by Jo, Anita and Angi. However, all housekeeping questions about the course should be directed to Jo who convenes the course.

Our tutor for MDIA 309 is Richard Shepherd. His contact details will be announced in class. At our first lecture you will have the chance to sign up for one of the tutorial times listed below:

Tutorial Venue: KP 42-44 Room 101

Tuesday 11-12pm
 Wednesday 2-3pm
 Wednesday 3-4pm

Course Structure

The two-hour session on a Tuesday will consist of a lecture as well as whole-class discussion time. The tutorial hour is the forum where you can ask questions about lecture and reading material as well as essay writing skills, and where you can try out your ideas on others. This is a course designed to provoke critical thinking and therefore active participation in class discussion is expected. Accordingly, bring along your ideas, experiences and opinions (as well as your course reader) to tutorials. The course is structured in three parts:

Part 1: Information Societies and Digital (Re)production [Jo Smith]

Part 2: Technologies of the Self [Anita Brady]

Part 3: We Are the World We Imagine--New Media, Communication, and the Public Sphere [Angi Buettner]

Learning Aims and Objectives

Students passing this paper should:

1. be familiar with recent and emerging theories of new media
2. demonstrate knowledge of recent and emerging methods of new media analysis
3. be able to formulate and complete a research essay on new media
4. be able to demonstrate critical analytical skills in relation to new media theories & practices

Blackboard

Information relevant to this paper including assessment, lecture notes, reading material, supplementary readings and resources will be available on Blackboard and updated regularly. Announcements will also be posted. Check this forum consistently.

NB: Any lecture notes we post on Blackboard are only indicative of the content of the lectures and function as a study aid. They are NOT a substitute for your attendance at lecture due to the interactive nature of this 300 level paper.

Workload

This course is worth 24 points, & expectations are that one point equates to 10 hours of work, spread over the 12-week trimester. Accordingly, you must set time aside (outside of lectures and tutorials) to read the course material & to conduct research for your written assignments. It is also expected that you will write a variety of drafts before submitting any assignment, so set time aside to do this BEFORE the due date of the assignment.

Course Reading

Set Text: MDIA 309 Course Reader (2008). \$ tba.

To buy the Course Reader on line:

Go To Vicbooks website www.vicbooks.co.nz

Go To On Line Shop

Go To VUW Texts semester 1 2008-02-05

Go To Department Click on box opposite (ie education , law, whatever)

Scroll down to the bottom of the department list

Click on submit

All the courses for that department will be displayed

Select the course you want

All the texts and notes loaded for that course are displayed

Click on the ones you want

Click on Purchase.

You may also purchase a copy of the Reader from the Student Notes Distribution Centre.

Recommended Books (all available on Reserve in the Library):

Zero Comments: Blogging and Critical Internet Culture (Paperback) by Geert Lovink (Author) # Publisher: Routledge; 1 edition (August 9, 2007)

Gamer Theory by McKenzie Wark (Author) # Publisher: Harvard University Press (April 30, 2007)

Network Culture: Politics for the Information Age (Paperback)
by Tiziana Terranova # Publisher: Pluto Press (July 22, 2004)

Protocol: How Control Exists after Decentralization (Leonardo Books) (Paperback)
by Alexander R. Galloway (Author) # Publisher: The MIT Press; New Ed edition (April 1, 2006)

The New Media Reader by Noah Wardrip-Fruin (Editor), Nick Montfort (Editor) # Publisher: The MIT Press; Har/Cdr edition (February 14, 2003)

New Philosophy for New Media (Paperback) by Mark B.N. Hansen (Author), Timothy Lenoir (Foreword) # Publisher: The MIT Press; New Ed edition (April 1, 2006)

Media Ecologies: Materialist Energies in Art and Technoculture (Leonardo Books) (Paperback)
by Matthew Fuller (Author) # Publisher: The MIT Press; New Ed edition (April 30, 2007)

Rethinking Media Change: The Aesthetics of Transition (Media in Transition) (Paperback)
by David Thorburn (Editor), Henry Jenkins (Editor) # Publisher: The MIT Press; New Ed edition (October 1, 2004)

New Media, 1740-1915 (Media in Transition) (Paperback)
by Lisa Gitelman (Editor), Geoffrey B. Pingree (Editor)
Publisher: The MIT Press; New Ed edition (October 1, 2004)

Persuasive Games: The Expressive Power of Videogames (Hardcover) by Ian Bogost (Author) # Publisher: The MIT Press (July 1, 2007)

You *must* read the assigned reading(s) for every week, which serves as the basis for lecture, discussion, and tutorial. Additional readings are available for you to deepen your understanding of the general topic. Use these readings for your research essay preparation. The more you read, the better equipped you will be to engage with course materials.

Mandatory Requirements & Assessments

In order to pass MDIA 309 you must submit all course assessment.

Internal Assessment: 100%

The assessment for this course is designed on the principle that new media technologies generate and/or require a variety of skills and understandings. The first assignment asks you to address the relationship between theory and practice as signalled in the course title. Your second assignment puts into practice some of the many new media discourses available to us and allows you to engage with some of the issues raised by these discourses. The research essay gives you the room to explore your own new media interests and to demonstrate how well you have not only grasped the theoretical content of the course, but also how you have integrated these (sometimes *overly* abstract) concepts into a discussion of new media practices.

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|--|--------------------------|
| 1. Short Essay | 20% (1500 words) |
| This assessment relates to objectives 1,2, and 4. | |
| 2. New Media Assignment | 30% (2000 words approx.) |
| This assessment relates to objectives 1,2,and 4. | |
| 3. Research Essay | 50% (2500-3000 words) |
| This assessment relates to objectives 1,2, 3, and 4. | |

Part 1: Information Societies and Digital (Re)production

Week 2. The Politics of Digital (Re)production (Jo Smith)

Read: Benjamin, Walter. "The Work of Art in the Age of Mechanical Reproduction." *Illuminations*. Ed. Hannah Arendt. New York: Schocken Books, 1968. pp. 217-251.
Franklin, Marianne. "Walter Benjamin." *Key Thinkers for the Information Society*. Ed. Christopher May. London and New York: Routledge, 2003. pp. 12-42.
Dyer-Witheford, Nick. "Circuits." *Cyber-Marx: Cycles and Circuits of Struggle in High-Technological Capitalism*. Urbana and Chicago: University of Illinois Press, 1999. pp. 91-129.

Week 3. Data-Images and Gaming Spaces (Jo Smith & Anita Brady)

Read: Poster, Mark. "Databases as Discourse; or, Electronic Interpellations." *Computers, Surveillance and Privacy*. Eds. David Lyon and Elias Zureik. Minneapolis and London: U of Minnesota Press, 1996. pp. 175-192.
Kennedy, Helen W. "Lara Croft: Feminist Icon or Cyberbimbo? On the Limits of Textual Analysis." *Game Studies*. 2 (2). 2002. <http://www.gamestudies.org/0202/kennedy/> Accessed 12/01/2008.

Part 2: Technologies of the Self

Week 4. Posthuman? (Anita Brady)

Read: Haraway, Donna. "A Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century." *Simians, Cyborgs and Women: The Reinvention of Nature*. New York: Routledge, 1991. pp. 149-181.

Week 5. NO LECTURE OR TUTORIALS DUE TO EASTER BREAK

Week 6: Desire and Technology (Anita Brady)

Read: Griggers, Camilla. "Lesbian Bodies in the Age of (Post)mechanical Reproduction." *Becoming-Woman*. Minneapolis: University of Minnesota Press, 1997. pp. 37-55.
Case, Sue-Ellen. "Body as Flesh Zone." *The Domain-Matrix: Performing Lesbian at the End of Print Culture*. Bloomington: Indiana University Press, 1996. pp. 106-123.

Week 7. iMedia (Anita Brady)

Read: Hardey, Mariann. "Going Live: Converging Mobile Technology and the Sociability of the iGeneration." *M/C*. 10 (1), 2007. <http://journal.media-culture.org.au/0703/09-hardey.php> Accessed 17/01/08.
Boyd, Danah. M. and Nicole B. Ellison. "Social Network Sites: Definition, History, and Scholarship." *Journal of Computer-Mediated Communication*. 13 (1), 2007. <http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.htm> Accessed: 17/01/08.

MID TRIMESTER BREAK

Part 3: We Are the World We Imagine--New Media, Communication, and the Public Sphere

Base readings for this section:

Habermas, Jurgen. "The Public Sphere: An Encyclopedia Article." *Media and Cultural Studies: Keywords*. Eds. Meenakshi Gigi Durham and Douglas Kellner. Rev. ed. Malden: Blackwell, 2006. pp. 73-78.

Week 8: New media and the public sphere

Week 9: Information and surveillance cultures

Week 10: Network society

Week 11: New media and everyday life

Week 12: Course Conclusions

Presentation of Written Work

Please type your essays in 12pt with 1.5 or double spacing and leave a reasonable margin for comments from the person marking it. Proofread essays carefully so as to eliminate typing, grammatical and punctuation errors. Students operating at 300-level are expected to be able to write with technical accuracy. Coursework grades may be compromised as a result of a lack of attention to the structure and accuracy of your writing, your referencing of sources through the essay, and your provision of a full bibliography. For full details regarding approaches to essay writing and the development of bibliographies, in addition to the correct use of notes, references and citation, please refer to the Essay Writing Guidelines available via Blackboard.

It is the responsibility of the student (rather than of the tutor) to ensure that coursework is completed and submitted/presented on time. Students should observe due dates for all assessments and understand that it is *not possible* to gain course completion for 309 without submitting *all* coursework.

Place a hard copy of your essay in the MDIA essay box in 42-44 KP. Do not give your essay directly to your tutor. You will be required to attach a cover sheet, which you need to sign, indicating that you are aware of the University's policy on plagiarism, and that the assignment is all your own work. Your assignment will not be marked until this cover sheet is signed. It is your responsibility to ensure that you understand what plagiarism is, and what the University's policy on plagiarism is. Please do NOT sign the cover sheet if you do not understand these issues.

Late Penalties

Part of university training involves developing your time management skills. Make sure to organise your assessment schedule at the START of the trimester so that you can balance out the different tasks required for ALL of the courses you are enrolled in. It is NOT possible to get an extension for your research essay. Unless you have a valid extension granted for your short essay or new media assignment the following penalties apply:

For assessments handed in after Wednesday 4pm but before Thursday 4pm	1 grade*
For assessments handed in after Thursday 4pm but before Friday 4pm	2 grades
For assessments handed in before the following Monday 4pm	3 grades
For assessments handed after Wednesday 4pm in the week following the due date	No mark

* 1 grade in the description above is the difference between C+ and C or between A- and B+. If your work is handed in late, it may also be returned to you late.

Research Essay Information

Research essay assignments MUST be submitted in hard copy to the department (Drop Box at Media Studies Office: 42-44 Kelburn Parade) by the deadline. Consult the Essay Guidelines document on Blackboard to ensure you write the best possible essay. Use the additional readings in the 309 Course Reader as a starting point for your research.

Further information:

The grade you receive for this assignment will depend on how well the work you submit **demonstrates** the following abilities:

Argument

- Clear and succinct introduction
- Thesis precisely formulated
- Thesis well substantiated
- Logically developed argument (well-defined paragraphs)
- Paragraphs clearly focused and introduced by topic sentence
- Strong justification of argument
- Clear conclusion
- Analytical presentation
- Original and creative thought

Style and Presentation

- Legible and well set-out
- Fluently expressed
- Succinct and concise
- Correct grammar and syntax
- Correct spelling and punctuation

Criticism/methodology

- Appropriate use of lecture notes
- Accurate use of terminology
- A good breadth of secondary sources
- Good use of quotations
- Good acknowledgement of sources
- Clear and precise footnoting or reference style
- Good bibliographical style

General University Policies & Statutes

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>

- Student and Staff Conduct
- Academic Grievances
- Academic Integrity and Plagiarism
- Meeting the Needs of Students with Impairments
- Student Support

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, ph. 463 5091) is the Disability Liaison Person For Media Studies.

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 & Social Sciences the support contacts are **Dr Allison Kirkman, Murphy Building, Room 407** and **Dr Stuart Brock, Murphy Building, Room 312**. Assistance for specific groups is also available from the Kaiwawao Maori, 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.

