

Victoria University of Wellington: 2008

Media Studies: SEFTMS

MDIA 407 – Media, Subjectivity & Identity

30 Points (1/3)

Lecturer

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Postal Address

Media Studies
School of English, Film and Theatre
Victoria University of Wellington
PO Box 600
Wellington

Seminars

Wednesday 9-11am Murphy 401

Set Text

MDIA 407 Reader (available from Media Studies office)

Course Description

MDIA 407 deals with theories of identity and subjectivity, and looks at the ways in which various categories and genres of subjectivity are inflected by the field of the media and popular culture.

Course Objectives

- (a) To enable students to develop/acquire techniques of scholarship and textual analysis appropriate to future postgraduate studies. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.
- (b) To introduce students to, and enable them to acquire a practical familiarity and literacy with regard to, relatively sophisticated theories of subjectivity and identity. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

(c) To enable students to analyse and articulate the relation between everyday practices and media texts and genres. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

(d) To enable students to analyse and articulate the relation between categories of subjectivity and wider socio-cultural and historical contexts. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

Assessment

First Essay

Value: 40%

Length: 2000 words

Due 4.30pm Monday 28th April (Drop Box at Media Studies Office)

Take Home Exam

Value: 60%

Length: 2 x 1500 word essays

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

Expected Workload

This course is worth 30 points, & expectations are that one point equates to 10 hours of work, spread over the trimester.

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 (eg. a doctor's certificate, a note from a counsellor, etc.). Late Essays without an extension will be penalised at the rate of 1% being taken from the overall mark achieved per day.

Reasonable Accommodation Policy - Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all 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, then 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 to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email disability@vuw.ac.nz.

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 Stuart Brock, Murphy Building, room 407**. Assistance for specific groups is also available from the Kaiwawao 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.

Weekly Schedule

Week 1: Rules of the Game

Reading: None

Week 2: Subjectivity, Identity & the Media: Theories & Issues

Reading:

Schirato T & Webb J Understanding Globalization (pp 131-60)

Butler J The Psychic Life of Power (1-30)

Appadurai A Modernity at Large (pp 48-65)

Week 3: Normativity

Reading:

Foucault M Security, Territory, Population (pp 55-79)

Schirato T & Webb J Reading the Visual (pp 131-49)

Week 4: Performativity & Subjection

Reading:

Butler J Bodies that Matter (1-23)

Week 5: Habitus & the Body

Reading:

Bourdieu P Pascalian Meditations (pp 128-63)

Week 6: Media, Spectacles, Subjects

Reading:

Crary J Techniques of the Observer (pp 1-24)

Debord G The Society of the Spectacle (pp 25-34)

Week 7: Media Culture: Processes of Interpellation & Identification

Barthes R Mythologies (pp 15-28)

Huysen A Present Pasts: Media, Politics, Amnesia in Appadurai A (ed)

Globalization (pp 57-77)

Break

Week 8: Fashion & Advertising

Baudrillard J Consumer Society (pp 129-50)

Week 9: Sport

Schirato T Understanding Sports Culture (pp 41-60)

Bourdieu P Sport and Social Class in Mukerji C & Schudson M Rethinking Popular Culture (pp 357-73)

Week 10: Cybernetics/Virtuality

Readings:

Dyson F Space, Being and Other Fictions in the Domain of the Virtual in

Beckman J (ed) The Virtual Dimension (pp 27-45)

Zizek S The plague of Fantasies (pp 127-67)

Weeks 11-12: Take Home Essays

Bibliography

- Althusser L (1977) Lenin & Philosophy
- Anderson B (1983) Imagined Communities
- Appadurai A (1996) Modernity at Large
- Baudrillard J (2003) The Consumer Society
- Bhabha H (1994) The Location of Culture
- Biddis M (1977) The Age of the Masses
- Birch D et al (2001) Asia: Cultural Politics in the Global Age
- Bourdieu P (1989) Distinction
- Bourdieu P (1990) In Other Words
- Bourdieu P (1991) Outline of a Theory of Practice
- Bourdieu P (1991) Language & Symbolic Power
- Bourdieu P (2000) Pascalian Meditations
- Bourdieu P (2001) Masculine Domination
- Butler J (1990) Gender Trouble
- Butler J (1993) Bodies that Matter
- Butler J (1997) The Psychic Life of Power
- Butler J (1997) Excitable Speech
- Certeau M (1984) The Practice of Everyday Life
- Certeau M (1988) Heterologies
- Certeau M (1997) Culture in the Plural
- Crary J (1990) Techniques of the Observer
- Danaher G et al (2001) Understanding Foucault
- Debord G (1977) Society of the Spectacle
- Foucault M (1980) The History of Sexuality

Foucault M (1980) Power/Knowledge

Foucault M (1986) The Use of Pleasure

Foucault M (1988) The Care of the Self

Foucault M (1995) Discipline & Punish

Fuss D (1995) Identification Papers

Gramsci A (1986) Selections from Prison Notebooks

Grosz E (1989) Sexual Subversions

Grosz E (1994) Volatile Bodies

Haraway D (1991) Simians, Cyborgs, Women

Jagose A (1996) Queer Theory

Keith M & Pile S (eds) (1993) Place & the Politics of Identity

Lacapra D (ed) (1991) The Bounds of Race

Laclau E (1987) Politics & Ideology in Marxist Theory

Laclau E & Mouffe C (1988) Hegemony & Socialist Strategy

Mansfield N (2000) Subjectivity

Parker A & Sedgwick E (eds) (1995) Performativity & Performance

Said E (1978) Orientalism

Schirato T & Yell S (2001) Communication & Cultural Literacy

Schirato T & Webb J (2005) Understanding the Visual

Sedgwick E (1985) Between Men

Sedgwick E (1990) Epistemology of the Closet

Shusterman R (ed) (1999) Bourdieu: a Critical Reader

Webb J et al (2002) Understanding Bourdieu

Young R (1990) White Mythologies

Zizek S (1997) A Plague of Fantasies

