

# MDIA102 Media, Society and Politics

School of English, Film, Theatre, & Media Studies

Trimester 2 2008

18 Points



## STAFF

### Course Co-Ordinator and Lecturer

Dr Anita Brady

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### Administrative Tutor

Dr Shelley Dixon

Room 103, 42-44 Kelburn Parade,

Office Hours: Wednesdays 11-12 & 1-2pm.

Preferred contact: by email: [shelley.dixon@paradise.net.nz](mailto:shelley.dixon@paradise.net.nz)

### Guest Lecturers

Dr Sue Abel

Dr Geoff Stahl

### Tutors

Will Christie

Brannavan Gnanalingam

Matt McGregor

Ruth Payne

## CLASS TIMES AND ROOMS

The course requires students to attend 1 weekly two-hour lecture (2 streams) and 1 weekly 50-minute tutorial starting in week 2

### Lecture Times

Stream 1: Monday 12:00-2:00pm Kirk LT303

Stream 2: Tuesday 11:00am-1:00pm Easterfield 006

### Tutorials

Tutorials begin in WEEK 2. Tutorials will be limited to 15 persons. Please register for tutorials via the MDIA102 site on Blackboard: go to Tutorials, and then follow the instructions under the Tutorial Enrolment link. Please read the instructions carefully. Tutorial rooms will be listed on Blackboard and on the bulletin board in the Media Studies Office, 42-44 Kelburn Parade.

Tutorials are an essential to completing the course successfully as they are an opportunity to develop your understanding, ask questions, receive information about assignments, and develop the analytical skills required in media studies. Part of your assessment will be based on your preparation of tutorial material and contribution in class (see below). Tutorial worksheets will be made available on Blackboard at least 7 days before the scheduled tutorial. The better prepared you are for a tutorial the more useful you will find it

**Attendance at tutorials is compulsory. Students who miss more than two tutorials without providing adequate justification to their tutors will lose 1 point of their final mark for each missed tutorial.**

## COURSE CONTENT

MDIA 102: Media, Society and Politics is an introductory course exploring the role of the media in shaping culture and politics. It focuses on the field of the media through the exploration of the relationships between technologies, histories, institutions, and practices. The course specifically looks at the development of the

mass-media, the control and regulation of media institutions and practices, the ways in which the media shape and contribute to cultural and political debates, and the practice of journalism. It will also assess the impact of current developments such as media convergence, digitization, globalization and the concentration of media ownership. The paper is divided into four parts:

Media and society (weeks 1-3)

Media industries and institutions (weeks 4-6)

Media practices (weeks 7-9)

Mediascapes (weeks 10-12)

## COURSE OBJECTIVES

1. To introduce students to, and enable them to acquire a practical familiarity with, the concepts of mass-media, the public sphere, media industries and institutions, media practices, globalization, and media technologies
2. To introduce students to, and enable them to develop and practice, techniques of scholarship and methods of analysis of the media
3. To help students develop literacies in academic writing
4. To help students develop skills in contributing to, and facilitating, group discussion
5. To equip students with an introductory theoretical framework in relation to the above so as to prepare them for more advanced and specialised studies of media contexts and texts.

## EXPECTED WORKLOAD

In order to make satisfactory progress in this course you should expect to devote, on average, 12 hours a week to it. This includes attendance at lectures and tutorials, reading and preparation for tutorials, and preparation for and completion of assignments.

## READINGS

### Required Textbooks (Also available on closed reserve)

Branston, Gill and Roy Stafford (2006). *The Media Student's Book*. 4th Edition. London, New York: Routledge (Note that if you have a copy of the 3<sup>rd</sup> edition, it will contain most of the readings contained in that book.)

Hirst, Martin and John Harrison (2007). *Communication and New Media: From Narrowcast to Broadcast*. Melbourne: Oxford University Press (P90 H669 C)

### Useful further reading on closed reserve

Downing, John D. H., Denis McQuail, Philip Schlesinger and Ellen Wartella eds. (2004). *The Sage Handbook of Media Studies*. Thousand Oaks, London: Sage

- Gitlin, Todd (2002). *Media Unlimited*. New York: Henry Holt and Company
- Gripsrud, Jostein (2002). *Understanding Media Culture*. New York: Arnold
- Goode, Luke and Nabeel Zuberi, eds (2004) *Media Studies in Aotearoa/New Zealand*. Auckland: Pearson
- Habermas, Jurgen (1973, 2004) 'The Public Sphere' in *Media Studies: A Reader*, Paul Marris and Sue Thornham, eds. New York: New York University Press, 92-97
- McNair, Brian (2005) 'What is Journalism?' in *Making Journalists*, Hugo de burgh, editor. Routledge" Oxon and New York. 25-43
- McQuail, Dennis (2000) *Mass Communication Theory*. London, Thousand Oaks, New Delhi
- O'Shaughnessy, Michael and Jane Stadler (2002). *Media and Society: an Introduction*. 2nd Edition. London, New York: Oxford University Press
- O'Sullivan Tim, Brian Dutton, Philip Rayner (2003). *Studying the Media*, London: Arnold
- Schirato Tony and Susan Yell (2000). *Communication and Cultural Literacy: an Introduction*. 2nd Edition
- Stevenson, Nick (2002) *Understanding Media Cultures*. London: Sage

## RECOMMENDED SCREENINGS

The recommended screenings listed in the course programme are available at the Audiovisual Study Centre. You can view these individually or book a Group Room at the Audiovisual Study Centre.

### List of recommended screenings

- Achbar, Marc and Peter Wintonick (1992) *Manufacturing Consent: Noam Chomsky and the Media*. Necessary Illusions Productions, Zeitgeist Video (DVD 469; Vis 1672)
- Achbar, Marc and Jennifer Abbott and Joel Bakan (2004) *The Corporation*. Gil Scrine Films. 145 min (Vis 4222)
- Ericsson, Susan (2001) *Constructing Public Opinion: How Politicians and the Media Misrepresent the Public*. The Media Education Foundation (Vis 4151)
- \_\_\_\_. *Formal controls in the mass media* (1999) Instructional Video. (Vis 3905)
- Greenwald, Robert (2004) *Outfoxed: Rupert Murdoch's War on Journalism*. The Disinformation Company
- Hegedus, Chris and D.A. Pennebaker (1993) *The War Room*. (Vis 2759)
- Junkerman, John (2002) *Power and Terror - Noam Chomsky in Our Times*. First Run Pictures
- Lumet, Sydney (1976) *Network*. MGM. 121 min. (DVD 1176)
- McLaughlin, Kristina, Michael McMahon, Kevin McMahon, and Sobelman, David (2002). *McLuhan's Wake*. Primitive Entertainment and National Film Board of Canada. 94 min. (Vis 4052)
- McLuhan, Marshall and Tom Wolfe (1996). *The Video McLuhan*. McLuhan Productions. 250 min. (Vis 2547)

Moore Michael (1998-9). *The Awful Truth*. Docurama (DVD 939)

\_\_\_\_. (2004). *Fahrenheit 9/11*. Dog Eats Dog Film. 122 min.

Noujaim, Jehane (2004). *Control Room*. Artisan Entertainment. (DVD1163)

\_\_\_\_ (2004). *The Corporation*.

Sauper, Hubert (2004) *Darwin's Nightmare*. Mille et Une Productions. 111min.

Stoen, David P. (1997a) *Print News* RMI Media. 30 min. (Vis 3908)

\_\_\_\_ (1997b). *Global Media*. RMI Media. (Vis 3854)

\_\_\_\_ (1997c). *Media History*. RMI Media. 30 min. (Vis 3909)

## ASSESSMENT

Assignment 1: Response Paper: worth 20% of final grade. Due weeks 4-8

Assignment 2: Essay: worth 35% of final grade. Due Friday September at 2pm (in Media Studies Drop Box).

Assignment 3: Take-Home exam: Due Monday 20 October at 2pm (in Media Studies Drop Box).

### **Response Paper (700-800 words, 20 points)**

This assignment requires you to submit a response paper that integrates course readings, and examples from contemporary media industries and media texts. Depending on your choice of topic, you will submit your response paper in one of the following weeks: 4, 5, 6, 7, or 8. You cannot submit a response paper in any other week. Your response paper will require you to address that week's readings, and can only be submitted in the week that those readings are discussed. Response paper topics specific to each week will be posted in the assessment section on Blackboard prior to the first tutorial in Week 2. Please make sure you have looked at them prior to your first tutorial, as you will be required to sign up for a particular topic at that tutorial. You are advised to also consider assessment commitments in other courses you are taking when choosing which week you will submit and present your response paper.

Your response paper should have an analytical dimension and be structured in essay form (introduction, thesis statement, presentation of argument and textual evidence, conclusion). It must include a correctly formatted bibliography. Given the word count of this assignment your response paper will need to be succinct and precise. Make sure to draft a variety of versions of the response paper before you hand in your final version. You should consult the Media Studies Essay Guidelines, and the assessment sheet we will use for marking in preparation for this assignment. These are both available on Blackboard. There will be tutorial time set aside to discuss this assignment.

You need to bring your response paper along to your tutorial and submit a copy of it to your tutor at the beginning of the class. (Make sure you also have a copy for your own use in tutorial – so ensure you print

out 2 copies). Please note that these assignments can *only* be submitted in tutorials (you CANNOT put them into your tutor's box or bring them along to lectures).

Please note: An integral part of this assignment is sharing your tutorial preparation with the rest of the class. It is therefore expected that in the weeks you submit your response papers you will a) attend your tutorial and b) take an active role in class discussion. Make sure to have an electronic backup of the response paper you have submitted to your tutor. The criteria for assessing your response paper includes:

1. Attendance at tutorial
2. Active participation at tutorial
3. Introduction/conclusion
4. Argumentation
5. Style and presentation

This assessment relates to course objectives 1-5

### **Essay (1500 words, 35 points)**

A list of essay questions will be posted on Blackboard in week 6 in the assessment section. The essay will cover material covered in weeks 1-8. It is very important that you also consult the Essay Guidelines, and the assessment sheet we will use for marking, in preparation for your essay. These are both available on Blackboard. There will be tutorial time set aside to discuss this assignment.

This assessment relates to course objectives 1, 2, 3 and 5

### **Take Home Exam (3 x 600 words, 45 points)**

The Take Home Exam will consist of three sections. Section one will be a compulsory question relating to key questions which frame the course, sections two and three will relate to sections four and five of the course (Media Practices and MediaScapes respectively). Each question is worth 15 points of your final grade. The Take Home Exam will be made available at the last lecture in Week 12. You will be given guidelines for the exam at that lecture.

This assessment relates to course objectives 1, 2, 3 and 5

## **PENALTIES**

Assignments submitted after the due date without a written extension will be penalised at a rate of one grade per day. So, an assignment that is awarded a 'B' grade will be downgraded to a B- if it is one day late, a C+ if it is two days late etc. Assignments submitted more than one week late will receive no written feedback.

Extensions will be granted only in exceptional and unforeseen circumstances. Issues of workload do not constitute exceptional and unforeseen circumstances. If you require an extension, you must download and

complete an extension request form from Blackboard and submit it to the admin tutor, Shelley Dixon, as soon as possible. This must be accompanied by relevant documentation where appropriate (e.g. a doctor's certificate, a note from a counsellor, etc.). You will be notified of the outcome of your extension request. Please note: Only the admin tutor has the authority to grant an extension.

### PRESENTATION OF WRITTEN WORK

You must attach a signed Media Studies coversheet to your assignments. You can download this from Blackboard. All written work must be in an acceptable academic format, and must include a correctly formatted bibliography (not included in word count). Please type your essays in 12pt font with 1.5 or double spacing and leave a reasonable margin for comments from the person marking it. You should consult the Media Studies Essay Guidelines (available on Blackboard) in preparing your assignments. These contain very helpful information on essay writing, how to reference correctly, how to format a bibliography, and tips on where to go to research your assignments. Please note: you should utilise (and reference) reputable academic sources in your assignment research and writing. The Essay Guidelines contain information on the use of internet sources, make sure you read it. **NB: Wikipedia is not a reputable academic source.** Proofread essays carefully so as to eliminate typing, grammatical and punctuation errors. The Student Learning Service can help you improve your essay writing skills.

### MANDATORY COURSE REQUIREMENTS

You must submit all three pieces of assessment in order to pass this course.

### COMMUNICATION OF ADDITIONAL INFORMATION

All course related information, and any additional information that students may find useful, will be available on the MDIA102 Blackboard site. Lecture notes will be uploaded to Blackboard after the Stream 2 lecture on Tuesdays. Please note: these notes are an outline only and must not be considered an adequate substitute for lecture attendance. Blackboard also includes areas for class discussion, and you are encouraged to utilise this.

In addition to the Blackboard site, there is a MDIA102 blog at <http://mdia102.blogspot.com/> The course co-ordinator will regularly post links and commentary here to articles and other web-based content relevant to what is discussed in the course. You are encouraged to check the blog regularly, and it is likely to be of use to you in your preparations for your response papers, and your take-home exam.

### GENERAL ADVICE

Successful university study requires organisation and commitment. Plan your assessment load in relation to your whole trimester of study and you will minimise the stresses and compromised grades that accompany last minute catch-up work and due-date clashes that haven't been prepared for.

Successful media studies scholarship requires an engagement with the media. Don't rely only on examples given in lectures and tutorials – instead take an active and informed interest in the texts and technologies available to you, and contribute your own examples to class discussions and assignments.

## ASSESSMENT CRITERIA

### **A+ (85-100%)**

Excellent work showing sophisticated and independent thought. Superior analysis, comprehensive research, good theoretical or methodological understanding and impeccable presentation.

### **A (80- 84%)**

Work is distinguished by its clarity of thought and argument. Question is answered skillfully, is meticulously structured and the argument is convincing. Demonstrates sophisticated comprehension of the topic, a familiarity with scholarship & research in the area, and a clear understanding of related theoretical issues. A high standard of critical analysis. Presentation and organization are excellent with correct use of citation conventions when required.

### **A- (75- 79%)**

Work of a high standard: ideas could be of 'A' quality material but the overall effect was undermined by limitation or inconsistency in one area. It could also be 'A' material that was flawed by the quality or consistency of its technical presentation, research support, or theoretical understandings. Demonstrates independent thought, good writing skills, effective selection/structuring of material, and a general clarity and sense of purpose.

### **B+ (70% - 74%)**

Work which exhibits a good standard of research and of writing. Contains some perceptive analysis, and effective research, preparation and planning. This work may demonstrate insight and perception but this standard is not maintained through the whole work. The argument, technical quality, and other elements may be inconsistent in quality. May require greater integration of theoretical or empirical analysis. Demonstrates some independence of thought.

### **B (65% - 69%)**

Consistently good work and still above average. May demonstrate strong analysis, theoretical reading or contextual knowledge, but without integrating these elements into a balanced argument. May be well researched and documented but in the 'B' range there could well be a deficiency in some aspect of research or understanding. May have problems with technical presentation, structure, argument and/or research.

### **B- (60% - 64%)**

Good work but may not be consistent and thus falls short of 'B' quality in one or more respects. In this grade area the work will have exceeded the standard expected for passes at this level. Question is satisfactorily answered and has been appropriately informed by research, but there is less attention to the detail and



complexity of issues. There may be problems with the essay structure, the writing style, the selection of material or the argument. There may also be problems with presentation, expression, and grammar.

**C+ (55% - 59%)**

The essay is limited in achievement due to an overall incapacity for independent research or thought – hence it will tend to demonstrate a reliance on lecture material. Work in the C range will have paid insufficient attention to critical sources and not be widely researched. Work in this category may have deficiencies in structure and organization, the quality of argument, and/or the writing style.

**C (50% - 54%)**

Satisfactory completion of set tasks only. Basic engagement with the subject matter, and lacking in critical analysis or a considered conceptual approach. May be poorly planned and constructed, with serious problems of clarity and expression. May not have used or have acknowledged an appropriate range of sources. May be purely descriptive. There may be some significant problems with writing, research or organization.

**D (40% - 49%)**

Misses the point of the exercise or has failed to respond adequately to it. The work is deficient in important respects to the extent that it cannot be regarded satisfactory at this level. A 'D' grade essay may contain some elements of attaining a pass grade.

**E (0% - 39%)**

This category implies that the essay is well below the achievement minimum (in a range of respects) for work at this level. An E essay will demonstrate not one, but several of the 'D' essay's deficiencies - it may be well short of the prescribed length, badly written, poorly conceived, ill structured, hastily prepared, full of technical or other inaccuracies, and/or lacking in even a basic understanding of the concepts.

## **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:

*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
- suspension from the course or the University.

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

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

## **GENERAL UNIVERSITY STATUTES AND POLICIES**

A copy of the General University Statutes and Policies can be found on Blackboard.

## COURSE PROGRAMME

Week 1 (7-13 July)	
<b>Lecture Topic</b>	<i>Media and Society 1: Intro: Media, society and politics</i>
<b>Tutorial</b>	No tutorial
<b>Reading</b>	'Digital Futures: How the Mobile Phone Has Replaced the Television' <i>Communication and New Media</i> Chapter 1. 1-10
<b>Further Reading</b>	Jutel, Thierry (2004) 'Textual Analysis and Media Studies' in <i>Media Studies in Aotearoa/New Zealand</i> , Luke Goode and Nabeel Zuberi, eds. Auckland: Pearson, 32-45

Week 2 (14-20 July)	
<b>Lecture Topic</b>	<i>Media and Society 2: What is mass media?</i>
<b>Tutorial 1</b>	Basic skills of media analysis
<b>Reading</b>	<i>Communication and New Media</i> 'From Gutenberg to Global News: A Brief History of the Print Media', Chapter 5 79-102; 'Telegraphy, The Talking Wireless, and Television' Chapter 7, 132-160
<b>Further Reading</b>	McQuail, Dennis (2000) 'The Rise of Mass Media'. <i>Mass Communication Theory</i> . London, Thousand Oaks, New Delhi: Sage, 17-34 O'Sullivan Tim, Brian Dutton, Philip Rayner (2003) 'Histories' in <i>Studying the Media</i> , London: Arnold, 190-220
<b>Recommended Screening</b>	Stoen, David P. (1997). <i>Media History</i> . RMI Media. 30 min.

Week 3 (21-27 July)	
<b>Lecture Topic</b>	<i>Media and Society 3: The media, public debate and public sphere</i>
<b>Tutorial 2</b>	Presenting information, structuring ideas
<b>Reading</b>	<i>Communication and New Media</i> 'From Gutenberg to Global News: A Brief History of the Print Media', Chapter 5 79-102; 'Telegraphy, The Talking Wireless, and Television' Chapter 7, 132-160
<b>Further Reading</b>	Stevenson, Nick (1995) 'Habermas, Mass Culture and the Public Sphere' in <i>Understanding Media Cultures</i> . London: Sage, 47-74 Gripsrud, Jostein (2002) 'Public Sphere and Democracy' in <i>Understanding Media Culture</i> . New York: Arnold, 227-239; 248-252
<b>Recommended Screening</b>	Achbar, Marc and Peter Wintonick (1992) <i>Manufacturing Consent: Noam Chomsky and the Media</i> . Necessary Illusions Productions, Zeitgeist Video (DVD 469; Vis 1672) Noujaim, Jehane (2004) <i>Control Room</i> . Artisan Entertainment. (DVD1163)

Week 4 (28 July- 3 August)	
<b>Lecture Topic</b>	<i>Media Industries, Institutions and Technologies 1: Technologies</i>
<b>Tutorial 3</b>	Taking reading notes
<b>Assignment</b>	Response paper 1
<b>Reading</b>	<i>Communication and New Media</i> 'Media and Capitalism: The Role of

	Technology in Production of Communication', Chapter 4: 57-75 <i>Media Student's Book 'Technologies', 422-445</i>
<b>Recommended Screening</b>	Ericsson, Susan (2001) <i>Constructing Public Opinion: How Politicians and the Media Misrepresent the Public</i> . The Media Education Foundation (Vis 4151) ____. <i>Formal controls in the mass media</i> (1999) Instructional Video. (Vis 3905)

Week 5 (4-10 August)	
<b>Lecture Topic</b>	<i>Media Industries, Institutions and Technologies 2: Media ownership, control and convergence</i>
<b>Tutorial 4</b>	Industry analysis.
<b>Assignment</b>	Response paper 2
<b>Reading</b>	<i>Communication and New Media: 'The Political Economy of communication and Media', 30-56</i> <i>Media Student's Book: 'Industries', 218-253</i>
<b>Recommended Screening</b>	Greenwald, Robert (2004) <i>Outfoxed: Rupert Murdoch's War on Journalism</i> . The Disinformation Company Achbar, Marc and Jennifer Abbott and Joel Bakan (2004) <i>The Corporation</i> . Gil Scrine Films. 145 min (Vis 4222)

Week 6 (11-17 August)	
<b>Lecture Topic</b>	<i>Media Industries, Institutions and Technologies 3: Public institutions and the media</i>
<b>Tutorial 5</b>	Public and professional organizations and regulation
<b>Assignment</b>	Response paper 3
<b>Reading</b>	<i>Communication and New Media 'The Governance, Regulation, and Ethics of Mass Communication Media' Chapter 8, 161-183</i> <i>Media Student's Book: 'Institutions', 182-217; 'Regulation', 473-488</i>
<b>Recommended Screening</b>	Hegedus, Chris and D.A. Pennebaker (1993) <i>The War Room</i> . (Vis 2759)

### Mid-Trimester Break

Week 7 (1-7 September)	
<b>Lecture Topic</b>	<i>Media Practices 1: The field of journalism</i>
<b>Tutorial 6</b>	Analysing the news 1 Preparing essays, choosing a topic, preparing a plan of action.
<b>Assignment</b>	Response paper 4
<b>Reading</b>	McNair, Brian (2005) 'What is Journalism?' in <i>Making Journalists</i> , Hugo de burgh, editor. Routledge" Oxon and New York. 25-43 <i>Communication and New Media 'Who's a journalist now? The Expanded Reportorial Community', Chapter 11, 238-264;</i>
<b>Recommended Screening</b>	Stoen, David P. (1997a) <i>Print News RMI Media</i> . 30 min. (Vis 3908)

Week 8 (8-14 September)	
<b>Lecture Topic</b>	<i>Media Practices 2: Shaping the political agenda: Maori issues and NZ Media</i>
<b>Lecturer</b>	Sue Abel
<b>Tutorial 7</b>	Analysing the news 2. Essay Preparation.
<b>Assignment</b>	Response paper 5
<b>Reading</b>	Abel, Sue (2004). 'All the News You Need to Know?' in <i>Media Studies in Aotearoa/New Zealand</i> , Luke Goode and Nabeel Zuberi, eds. Auckland: Pearson, 183-196

Week 9 (15-21 September)	
<b>Lecture Topic</b>	<i>Media Practices 3: Remix and Reappropriation</i>
<b>Lecturer</b>	Geoff Stahl
<b>Tutorial 8</b>	Resistance?
<b>Assignment</b>	<b>All Essays due Friday September 19 no later than 2pm</b>
<b>Reading</b>	<i>Communication and New Media</i> ; 'Politics and new media', chapter 15, 334-357
<b>Further Reading</b>	Kahn, Richard and Douglas Kellner (2005) 'Oppositional Politics and the Internet: A Critical/Reconstructive Approach' <i>Cultural Politics</i> 1.1, 75-100 (available on blackboard)

Week 10 (22-28 September)	
<b>Lecture Topic</b>	Contemporary mediascape 1: New Media and the Internet
<b>Tutorial 9</b>	New media and information
<b>Reading</b>	<i>Communication and New Media</i> 'From Calculation to Cyberia: The 2500-Year History of Computing', Chapter 9, 187-21; 'The Golden Age of the Internet?', Chapter 10, 213-237

Week 11 (29 September - 5 October)	
<b>Lecture Topic</b>	Contemporary Mediascape 2: Surveillance culture
<b>Tutorial 10</b>	Surveillance culture
<b>Reading</b>	<i>Communication and New Media</i> 'I Know What you did Last summer: The Surveillance Society Has Arrived' Chapter 13, 293-314; 'That's the Way the Cookie Crumbles: A surveillance Economy', Chapter 14, 315-333

Week 12 (6 October - 12 October)	
<b>Lecture Topic</b>	Contemporary mediascape 3: Globalization; Conclusion and discussion of take-home exam
<b>Tutorial 11</b>	Exam preparation based on instructions and feedback from essays
<b>Assignment</b>	<b>Take-home exam handed out Monday 6 October in lecture and on Blackboard at 1:00pm</b> <b>All take-home essays are due Monday 20 October no later than 2pm</b>
<b>Reading</b>	<i>Media Student's Book</i> : 'Globalization', 404-421
<b>Further Reading</b>	Schirato, Tony and Jennifer Webb (2003) 'Globalization: History and Ideology' in <i>Understanding Globalization</i> . London: Sage, 21-45

