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Victoria University of Wellington 2008

Media Studies: SEFTMS

MDIA 203 - Visual Culture

22 Points (2/3)

Lecturer

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Consultation

Wednesday 9-10am, 3-4pm

Course Information & Announcements

Will be made available on the MDIA 203 Blackboard site.

Lectures

Tuesday 2-4pm in Murphy 220

Tutorials

Tutorials are held once a week, are of fifty minutes duration, & commence in **week two**. Rooms & times TBA.

Set Text

Schirato T & J Webb (2004) *Understanding the Visual*
(available at the University Bookshop)

Recommended Reading

Barthes R	Mythologies
Baudrillard J	The Consumer Society
Beckmann J (ed)	The Virtual Dimension
Benjamin W	Illuminations
Berger J	Ways of Seeing
Bignall J	Media Semiotics
Bourdieu P et al	Photography
Bourdieu P	The Field of Cultural Production
Bourdieu P	On Television and Journalism
Branston G & Stafford R	The Media Student's Book
Evans J & Hall S (eds)	Visual Culture
Hoffman D	Visual Intelligence
Frow J	Genre
Goode L & Zuberi N (eds)	Media Studies in Aotearoa/New Zealand
Crary J	Techniques of the Observer
Crary J	Suspensions of Perception
Debord G	The Society of the Spectacle
Kellner D	Media Spectacle
Matheson D	Media Discourses
Melville S & Readings B (eds)	Vision and Textuality
Mirzoeff N (ed)	The Visual Culture Reader
Mirzoeff N	An Introduction to Visual Culture

Poster M

The Second Media Age

Rose G

Visual Methodologies

Schirato T & Yell S
Literacy

Communication and Cultural

Sturken M & Cartwright L

Practices of Looking

Virilio P

The Vision Machine

Course Description

MDIA 203 deals with the techniques and contexts that inform the ways we read and make sense of the visual. It also considers the relationship between different visual regimes or ways of seeing and contemporary media texts and genres.

Course Objectives

(a) To enable students to develop and practice techniques of scholarship and textual analysis with regard to visual texts, and to acquire and develop visual communication literacies. These literacies will be introduced in lectures and workshopped in tutorials, & assessed in the essay & take home exam.

(b) To enable students to analyse and articulate the relation between visual texts and their contexts. These literacies will be introduced in lectures and workshopped in tutorials, & assessed in the essay & take home exam.

(c) To introduce students to, and enable them to acquire a practical familiarity with, visual technologies; visual narratives and genres; visual communication; spectatorship; commodity culture; visual regimes; and the genres, narratives and discourses of the field of the media. These literacies will be introduced in lectures and workshopped in tutorials, & assessed in the essay & take home exam.

(d) To prepare & equip students for more advanced and specialised study, specifically through the acquisition of complex theories of visual analysis. These literacies will be introduced in lectures and workshopped in tutorials, & assessed in the essay & take home exam.

Expected Workload

This course is worth 22 points, & expectations are that one point equates to 10 hours of work, spread over the 12 week trimester.

Assessment

Short Essays

Value: 40%

Length: 2 x 1000 words

Due 2.00 pm, Friday 15th August (Drop Box at Media Studies Office)

Take-Home Exam

Value: 60%

Length: 4 short essays of 600 words each

Due 2.00 pm, Friday 10th October (Drop Box at Media Studies Office)

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% per day of the percentage achieved.

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. Program-specific information on the presentation of essays can be found on the course Blackboard site.

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
- Academic Integrity and Plagiarism
- 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

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

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Weekly Program**L (Lecture) R (Reading) A (Additional)**

Week	Week Commencing Monday	Lecture Topics & Readings & Additional Information & Dates
1	8th July	L: Introduction to Course R: No Reading A: No Tutorials
2	15th July	L: The Activity of Seeing R: Understanding the Visual pp 11-33
3	22nd July	L: Visual Technologies R: Understanding the Visual pp 35-56
4	29th July	L: The Seeing Subject R: Understanding the Visual pp 57-80
5	5th August	L: Visual Narratives R: Understanding the Visual pp 81-104
6	12th August	L: The Art of Seeing R: Understanding the Visual pp 105-30
Break	18th-31st August	A: No Classes
7	2nd September	L: Normalising Vision R: Understanding the Visual pp 131-49
8	9th September	L: The Visual as Commodity R: Understanding the Visual pp 151-68
9	16th September	L: The Media as Spectacle R: Understanding the Visual pp 169-80
10	23rd September	L: Media Spectatorship R: Understanding the Visual pp 180-91
11	30 th September	L: Recap R: No Reading A: Take Home Exam given out
12	7th October	L: No Lecture R: No Reading A: Lecture & tutorial times will be used to enable students to consult with the lecturer re the take home exam.