

# MDIA 414 Advanced Studies in Television Culture

School of English, Film, Theatre, & Media Studies

**Trimester 2 2008**

**30 Points**

## STAFF

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Office: Room 207, 42-44 Kelburn Parade

Office Hours: Tuesday 1:00 p.m. – 3:00 p.m.

## CLASS TIMES AND ROOM

Monday 2:00 p.m. – 5:00 p.m.

Room 101, 42-44 Kelburn Parade

## COURSE CONTENT

This course offers an in-depth cultural analysis of one area in the field of television studies, such as television institutions, television production, issues of globalisation and localisation in relation to television, interactive television, television audiences, television representations, or a specific television genre.

In 2008, this course will analyse articulations of globalisation and localisation in television.

## COURSE OBJECTIVES

Upon successful completion of this course, students will:

1. be able to demonstrate an understanding of academic theories and research on one major area in the field of television studies
2. be able to independently analyse and critically evaluate academic research in this area and present their findings in written and oral form
3. be able to either propose or conduct research that contributes to and reflects on contemporary discussions in this area of television studies
4. be able to actively engage in existing academic and public discussions about this area of television studies

## EXPECTED WORKLOAD

Student workload is 20 hours per week (standard for 400-level course).

## COURSE READINGS

Course readings will be made available through the MDIA 414 Blackboard site.

## COMMUNICATION OF ADDITIONAL INFORMATION

The Blackboard site will be used for announcements, additional course information, course readings, reading lists, assignments, guidelines on essay writing, and links to related websites.

## COURSE PROGRAMME

<b>Week 1</b>	The global and the local
<b>Week 2</b>	Global television flows
<b>Week 3</b>	Local television content
<b>Week 4</b>	Format adaptation
<b>Week 5</b>	Representations
<b>Week 6</b>	Audiences
<b>Mid Trimester Break</b>	
<b>Week 7</b>	Regional television
<b>Week 8</b>	Indigenous television
<b>Week 9</b>	Asian television
<b>Week 10</b>	World television
<b>Week 11</b>	Presentations
<b>Week 12</b>	Presentations

## ASSESSMENT

There are four pieces of assessment for this course:

- Assignment 1 - summaries of required readings - worth 10%  
Due on Mondays 10:00 a.m.
- Assignment 2 - short essay (2000 words) - worth 25%  
Due 1 September 2:00 p.m.
- Assignment 3 - presentation (15 minutes) - worth 15%  
Weeks 11 and 12 (see course programme)
- Assignment 4 - research essay (4000 words) - worth 50%  
Due 20 October 2:00 p.m.

All assignments test all course objectives. Detailed instructions regarding the assignments will be given at appropriate points during the course.

## MANDATORY COURSE REQUIREMENTS

The course is internally assessed. In order to pass, students are required to complete all four assignments.

## PENALTIES

Late assignments without an extension will be subject to a daily penalty of 5% of the assignment's grade.

## TURNITIN

You will be required to submit both an electronic copy and a printed copy of your essays. Please submit the electronic copy to Blackboard. This copy will be uploaded to the electronic search engine Turnitin. Turnitin is an online plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. You are strongly advised to check with the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism. Access to the full text of submissions will not be made available to any other party.

## 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.