

## MDIA 101 Media: Texts and Images

Trimester I 2009

18 Points

### STAFF

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### TRIMESTER DATES, CLASS TIMES AND ROOMS

Trimester one teaching dates

Start – Monday 2 March 2009

Mid-trimester break - Monday 13 April until Friday 24 April

End – Friday 5 June

Study/Examination Period - Monday 8 June until Wednesday 1 July

Lectures

Tuesday 11-1 Maclaurin (MC) LT 101

Tutorials

Tutorials begin in week 2: times & rooms TBA

### COURSE CONTENT

Media 101 provides an introduction to techniques of scholarship and textual analysis, specifically with regard to the ways media texts can be read and contextualised. It covers the basic literacies that will be required of students within the media studies program. The concepts to be covered include sign, text, communication and culture, scholarship, analysis, cultural fields, media literacy, genre, narrative, discourse, medium and ways of seeing.

### COURSE OBJECTIVES

- Introduce students to, and enable them to learn to develop and practice, techniques of scholarship and textual analysis.
- Help students develop written, spoken and visual communication literacies.
- Introduce students to, and enable them to acquire a practical familiarity with, the concepts of sign, text, communication and culture, scholarship, analysis, cultural fields, media literacy, genre, narrative, discourse, medium and ways of seeing.
- Introduce students to, and develop their literacy with regard to, media narratives and genres.
- Prepare students for more advanced and specialised studies of media contexts and text

## EXPECTED WORKLOAD

The following approximate guidelines for average number of hours per week **including class contact hours** have been recommended for an undergraduate paper:

100-level 1-trimester 18 points 12 hours

## READINGS

### Set Text

A course reader will be available from Student Notes (ground floor of the Student Union Building)

### Recommended Reading (on Reserve)

Bignall J (2002) Media Semiotics

Branston G & Stafford R (2003) The Media Student's Book

Goode L & Zuberi N (eds) (2004) Media Studies in Aotearoa/New Zealand

Matheson D (2005) Media Discourses

O'Shaughnessy M & Stadler J (2005) Media & Society

Schirato T & Yell S (2000) Communication and Cultural Literacy

Schirato T & Webb J (2003) Understanding Globalization

Schirato T & Webb J (2004) Understanding the Visual

Sturken M & Cartwright L (2001) Practices of Looking

Webb J et al (2002) Understanding Bourdieu

## ASSESSMENT

First Essay

Value: 25%

Length: 1000 words

Due 2.00 pm, Thursday 9th April (Drop Box at Media Studies Office)

The essay covers material dealt with in lectures from weeks 2-4 (inclusive)

Second Essay

Value: 25 %

Length: 1000 words

Due: 2.00 pm, Thursday 7<sup>th</sup> May (Drop Box at Media Studies Office)

The second essay covers material dealt with in lectures from weeks 5-6 (inclusive)

Take-home Assignment

Value: 50%

Length: 2000 words (2 x 1000 word essays)

Due 2.00 pm, Thursday 4<sup>th</sup> June (Drop Box at Media Studies Office)

The take-home assignment covers material dealt with in lectures 9-12 (inclusive).

## ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found outside the Media Studies Program office. Remember to fill in your tutor's name.

## PENALTIES

**Late assignments** submitted after the deadline without a written extension will be penalised at a rate of 2% (out of a total of 100) per working day. In other words, if you get 50% for an assignment, after one day your grade will drop to 48%, then 46% the following day etc.

Late assignments will receive limited feedback.

The weekend counts for one day (i.e. an assignment due on Friday that is submitted on Monday will receive a 2% penalty).

Please ensure that you are aware of the time that your assignment is due, as well as the date, as this is the cut-off time utilised in calculating lateness penalties.

**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 complete an extension request form prior to the assignment due date. This must be accompanied by relevant documentation (e.g. a doctor's certificate) where appropriate. Extension requests must be submitted to the MDIA 101 Admin Tutor.

## MANDATORY COURSE 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 6 of the 9 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.

## COMMUNICATION OF ADDITIONAL INFORMATION/ANNOUNCEMENTS

Additional information, announcements etc will be conveyed via Blackboard

## ACADEMIC INTEGRITY AND PLAGIARISM

### Academic Integrity and Plagiarism

Academic integrity means that university staff and students, in their teaching and learning are expected to treat others honestly, fairly and with respect at all times. It is not acceptable to mistreat academic, intellectual or creative work that has been done by other people by representing it as your own original work.

Academic integrity is important because it is the core value on which the University's learning, teaching and research activities are based. Victoria University's reputation for academic integrity adds value to your qualification.

The University defines plagiarism as presenting someone else's work as if it were your own, whether you mean to or not. 'Someone else's work' means anything that is not your own idea. Even if it is presented in your own style, you must acknowledge your sources fully and appropriately. This includes:

- Material from books, journals or any other printed source
- The work of other students or staff
- Information from the internet
- Software programs and other electronic material
- Designs and ideas
- The organisation or structuring of any such material

Find out more about plagiarism, how to avoid it and penalties, 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 SCHEDULE**

Week 1	3 <sup>rd</sup> March	Introduction to the course: reading 1 No Tutorials
Week 2	10 <sup>th</sup> March	Mediation: readings 1, 2 & 3 Tutorials commence this week
Week 3	17 <sup>th</sup> March	Signs & Meanings: readings 2 & 4
Week 4	24 <sup>th</sup> March	Texts & Contexts: readings 2, 6 & 7
Week 5	31 <sup>st</sup> March	Communication & Cultural Literacy: reading 3
Week 6	7 <sup>th</sup> April 9 <sup>th</sup> April	Ways of Seeing: readings 2, 3 & 7 First essay due
<b>Mid Trimester Break</b>		
Weeks 7-8	13 <sup>th</sup> -26 <sup>th</sup> April	
Week 9	28 <sup>th</sup> April	Cultural Fields: reading 3
Week 10	5 <sup>th</sup> May 7 <sup>th</sup> May	Subjectivity: readings 6 & 7 Second essay due
Week 11	12 <sup>th</sup> May	Discourse: readings 4 & 7
Week 12	19 <sup>th</sup> May	Genre & Narrative: readings 2 & 5 Last week of tutorials
Week 13	26 <sup>th</sup> May 26 <sup>th</sup> May 26 <sup>th</sup> May	Recap of material from weeks 9-12 Take home assignment given out in lecture No tutorials
Week 14	2 <sup>nd</sup> June 4 <sup>th</sup> June	No lecture or tutorials Take home Assignment due No tutorials