

MDIA306: Media, Gender and Sexuality

Trimester 1 2009

(Monday 2 March – Friday 5 June 2009)



STAFF

Course Co-ordinator and Lecturer

Dr Anita Brady
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Tutor

To be advised

COURSE CONTENT

MDIA 306 provides an introduction to theories of subjectivity, gender and sexuality, and examines the representations of gender and sexuality in the media and in popular culture.

CLASS TIMES AND ROOMS

Lectures

Tuesday 10am-1pm HULT119

Tutorials

Tutorials will be held once a week and will be of 50 minutes duration. Details of times and rooms will be announced in week one. Tutorial sign-ups are via S-Cubed.

Please note: tutorials are an integral part of this course. You should turn up to them having done your readings, and prepared to engage in discussion.

Screenings

The final hour of lectures each week is set aside for screenings. Screenings will take place in weeks: 2, 6, 7, 8, 9 and 10. You will be required to discuss screenings in your tutorials, and your take-home exam. You should therefore consider the screenings as a compulsory part of the course. PLEASE NOTE: Not all of the material screened is available in the AV section of the library.

LEARNING OBJECTIVES

(a) To enable students to develop and refine their techniques of scholarship and textual analysis. This objective will be introduced and dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

(b) To enable students to develop independent research skills. This objective will be introduced and dealt with in tutorials, and assessed in assessments 1 and 2.

(c) To enable students to become familiar with, and acquire literacy with regard to, theories of gender and sexuality. This objective will be introduced and dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

(d) To enable students to theorise and analyse the relation between categories of gender and sexual identity, and media texts and industries. This objective will be introduced and dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

(e) To enable students to analyse and articulate the relation between categories of gender and sexuality and wider socio-cultural and historical contexts. This objective will be introduced and dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

COURSE DELIVERY

1 x 2-hour lecture per week

6 x 1-hour screenings. Screenings will take place in weeks: 2, 6, 7, 8, 9 and 10.

9 x 50-minute tutorials. Tutorials will take place in weeks: 2, 3, 4, 5, 6, 7, 8, 9 and 10.

EXPECTED WORKLOAD

On average, you should expect to devote approximately 16 hours per week to this course. Per week this translates to:

Lecture attendance: 2 hours

Tutorial attendance: 1 hour

Readings and screenings: 4 hours

Revision/Research: 6 hours

An additional 38-hours (in total) should be set aside for the completion of assessment.

READINGS

Compulsory readings: MDIA 306 Reader (available through Student Notes).

Additional readings: There is a list of recommended additional readings available on blackboard. You are strongly advised to utilise relevant additional readings in your research essay.

As you will note above, **approximately four hours per week should be set aside for readings and screenings**. It is crucial that students recognise how important it is to complete the required readings. The required readings are the minimum amount of reading you should do in order to successfully complete this course. All lectures and tutorials will be conducted on the assumption that you have done the readings, and viewed any relevant screenings.

ASSESSMENT

Assignment 1: Essay Outline & Reading Summaries (1200-1400 words)

Worth 20% of final grade

Due: 2pm Monday April 6 in MS drop box (MS office, 42-44 Kelburn Pde)

Assignment 2: Research Essay (2500 words)

Worth 40% of final grade

Due: 2pm Monday 11 May in MS drop box

Assignment 3: Take Home Assignment (2000 words)

Worth 40% of final grade

Due: 2pm Wednesday 17 June in MS drop box

Reminder: It is *not possible* to gain course completion for 306 without submitting all three pieces of assessment. Students who do not submit all three assignments will fail the course.

Assignment 1: Essay Outline and Reading Summaries

Due: 2pm Monday April 6

Your research essay will require you to undertake a research project that you define. That project will utilise theories of media, gender and sexuality discussed in the course, and relate those theories to a media text (or texts) of your choosing. NB: You cannot use any of the class screenings as your text (a list of screenings will be provided at the first screening in week two).

Assignment 1 requires you to think carefully about your research project and to clearly indicate the key arguments of your essay, your proposed essay structure, the textual examples you will use, and the theoretical resources you will utilise. Please note: A good essay outline requires you to have undertaken a significant proportion of your research. It demonstrates what research you have done, and how you intend to utilise it to support an argument.

There are two parts to this assignment :

1. Essay outline
2. Reading summaries

Part 1: Essay outline

This must include the following:

1. A clearly identified thesis statement that tells the reader what your essay will argue.
2. A proposed essay structure that clearly indicates:
 - the number of paragraphs and the argument of each paragraph
 - the key textual examples that will be discussed
 - the key theories/theorists that you will utilise.

This should not be simply a list. It should be clear from your outline why you are utilising those examples and theoretical resources to support your argument(s).

Remember: Your final research essay will only be 2500 words. You need to ensure your planned essay can be executed within that word length.

Part 2: Reading summaries (500-600 words each)

Critically summarise 2 academic* sources/readings that you intend to use in your essay. One must be from the course reader and one must be from another source (you may utilise any reading from the list of recommended readings available on blackboard).

Each summary should set out

- the thesis of the article/chapter
- how the author supports that thesis (examples, other theorist's work, etc)
- the relevance of this article/chapter to your essay

Each summary must be accompanied by a full bibliographic citation, formatted in MLA style. This style is set out in the Media Studies Essay Writing Guidelines (available on blackboard).

*Please note: Wikipedia is not an academic source, and many other websites are also of questionable academic merit. Please read the notes on internet sources in the Essay Guidelines available under "Additional Resources" on Blackboard.

YOU DO NOT WRITE THE ESSAY AT THIS STAGE

This assignment will be assessed on the following:

- your ability to construct a strong thesis statement that gives a clear indication of what your essay will argue
- your ability to formulate and structure a clearly defined and manageable research essay
- the quality of your written expression
- your ability to summarise reading material and demonstrate its relevance
- your ability to integrate lecture material and course readings with what you are viewing/reading in the media
- your ability to accurately follow an academic bibliographic style.

There will be tutorial time set aside to discuss this assignment, and to give guidelines. Your tutor will not define your project for you - you are expected to come to those tutorials with your own ideas of what you might do (including possible texts, theoretical perspectives, and research questions).

Assignment 2: Research Essay

Due: 2pm Monday 11 May

For this assignment you are to write the essay that you planned in assignment one. Your essay does not need to adhere strictly to that outline, and, in fact, I would expect it to have undergone some modifications in response to feedback from the first assignment, and your own learning as the course progresses. You must utilise at least 2 reputable academic sources, including one that is not from the course reader. They do not have to be the same ones you summarised in assignment 1. All essays must be accompanied by a bibliography formatted in MLA-style. You must attach a copy of the marking schedule from your first assignment (with tutor's written feedback) to your essay when you submit it.

This assignment will be assessed on the following:

- your ability to produce a clearly thought out introduction and conclusion
- your ability to construct an academic argument, and utilise good supporting evidence
- the quality of your written expression
- your ability to integrate theory and textual analysis
- your ability to accurately follow an academic bibliographic style.
- clear evidence that you have responded to the feedback given on assignment one

There are extensive essay writing guidelines available under "Additional Resources" on Blackboard. I strongly recommend you consult them.

There will be tutorial time set aside to discuss this assignment.

Assignment 3: Take-Home Assignment

Due: 2pm Wednesday 17 June

The take-home exam will be essay format (2 x 1000 words). It will be distributed at the final lecture. You will be given clear guidelines as to what is expected of you for this piece of assessment.

ASSIGNMENT COVER SHEETS

All assignments must be accompanied by a cover sheet. Assignment cover sheets can be found on Blackboard or outside the Programme office.

PRESENTATION OF WORK

All work submitted for this course must be in 12-pt font and be 1½ or double spaced. It should be printed double-sided.

LATENESS PENALTIES

Lateness penalties

- 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 are likely to 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

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 Admin Tutor (in MDIA101, 102, 103, and 201), or the Course Co-ordinator (in all other MDIA courses). Tutors cannot grant extensions. Extension request forms can be found on Blackboard or outside the Programme office.

MANDATORY COURSE REQUIREMENTS

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

COMMUNICATION OF ADDITIONAL INFORMATION

All additional information will be announced in lectures and made available on the MDIA306 Blackboard site.

TURNITIN

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an online plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted material on behalf of the University for detection of future plagiarism, but access to the full text of submissions is not made available to any other party.

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.

MEDIA STUDIES LIASON STAFF

Disability Liaison: Dr Anita Brady, anita.brady@vuw.ac.nz, ph. 463 6846.

Maori and Pacific Liaison: Dr Joost de Bruin, joost.debruin@vuw.ac.nz ph. 463 6848

International Students Liason: Dr Geoff Stahl geoff.stahl@vuw.ac.nz ph. 463 6853

COURSE PROGRAMME

Week 1 Lecture Date: March 03

L1: Introduction: Subjectivity

R1: Griselda Pollock. "What's Wrong with 'Images of Women'?"

R2: Michael Warner "What's Wrong with Normal?"

Week 2 Lecture Date: March 10

L2: Theorising Gender

R1: Nick Mansfield. "Femininity: From female imaginary to performativity"

R2: Judith Butler. "Introduction: Acting in Concert".

Screening: *TransAmerica*

Week 3 Lecture Date: March 17

L3: Theorising Sexual Subjectivity

R1: Michel Foucault. "The Repressive Hypothesis"

R2: Annamarie Jagose. "Queer".

Week 4 Lecture Date: March 24

L4: Cross-Identifications

R1: Alyssa A. Samek. "Political Skin: (Un)Covering the presidential candidates"

R2: Amanda Cosgrove and Toni Bruce. "'The Way New Zealanders Would Like to See Themselves': Reading White Masculinity via Media Coverage of the Death of Sir Peter Blake."

R3: Imogen Tyler. "Chav Mum Chav Scum"

Week 5 Lecture Date: March 31

L5: Gender and Spectatorship

R1: Liesbet Van Zoonen. "Spectatorship and the Gaze".

R2: Rosalind Gill. "Advertising and Postfeminism"

Week 6 Lecture Date: April 07

L6: Contemporary Femininities

R1: Elana Levine "Remaking *Charlie's Angels*: The construction of post-feminist hegemony"

R2: Martin Roberts. "The Fashion Police: Governing the Self in *What Not to Wear*."

Screening: TBA

Mid-Trimester Break: Friday 10 April – Friday 24 April 2009

Week 7 Lecture Date: April 28

L7: Contemporary Masculinities

R1: Tyson Smith. "Pumping Irony: The Construction of Masculinity in a post-feminist advertising campaign."

R2: Anita Brady. "All Blacks, Eyeliner, and *Queer Eye*".

Screening: *Flight of the Conchords*

Week 8 Lecture Date: May 05

L8: Transgendered Bodies

R1: Susan Stryker. "(De)Subjugated Knowledges"

R2: Joshua Gamson "I Want to Be Miss Understood"

Screening: TBA

Week 9 Lecture Date: May 12

L9: Heteronormativity and Anxieties of Representation

R1: Diane Raymond. "Popular Culture and Queer Representation"

R2: Jennifer Reed. "Ellen DeGeneres: Public lesbian number one"

Screening: *Further Off the Straight and Narrow*

Week 10 Lecture Date: May 19

L10: Queer cultures?

R1: Susan Wolfe & Lee Ann Roripaugh. "The (In)visible Lesbian"

R2: Catherine Lumby. "Why Feminists Need Porn"

Screening: *The L Word*

Week 11 Lecture Date: May 26

L11: New Technologies, New Subjectivities?

R1: Nicole S. Cohen and Leslie Regan Shade. "Gendering Facebook: Privacy and commodification."

R2: Jodi O'Brien. "Writing in the Body: Gender (Re)Production in Online Interaction."

Week 12 Lecture Date: June 02

L12: Summary and Take-Home Exam

R1: Anna Feigenbaum. "Remapping the Resonances of Riot Grrrl"