

## MDIA102 Media, Society and Politics

Trimester 2 2009

18 Points



Only Westinghouse Clearifier still in clearance sale! As you see the results of this advertisement in fact! Now it's time to get the best picture of television.

**TODAY YOU GET A CLEARER PICTURE**

Don't miss the political conventions in July. See them clearly on WESTINGHOUSE TELEVISION with the Electronic Clarifier.

You'll get the best picture of this exciting period with you! If you watch the Westinghouse television over CBS-TV on a Westinghouse set, Westinghouse offers a new combination of basic technical advances that produce the most complete reliable television performance you've ever seen. The amazing Electronic Clarifier and exclusive Stroke Dial Tuning give clear pictures that stay clear without and fading.

**PROVE THE NUMBER!** We invite you to compare the performance of the new Westinghouse set with any other make. Compare pictures, too. You'll find you can own a Westinghouse without spending extra money.

**WESTINGHOUSE TELEVISION WITH THE ELECTRONIC CLARIFIER GIVES YOU CLEAR PICTURES THAT STAY CLEAR.** Another test for Westinghouse customers. Another reason why you can be sure... it's Westinghouse.

**HERE'S A PICTURE, CAPTION SPECIAL!** Make it 2/2121. As credits your appeal! Your opportunity to own this performance, because Westinghouse at the lowest price ever advertised in the country. Make your table stand on steady, crash-free legs, no table required. Your Westinghouse table offers easy access for down program, big picture, slow-motion, see him today!

**NO STRESS** **NO FLUTTER** **NO FLOP-OVER**

This is a Special Westinghouse promotional special product on both CBS-TV and CBS Radio. Authority beginning July 6.

**YOU CAN BE SURE... IF IT'S Westinghouse**

### TRIMESTER DATES

Teaching dates: 13 July to 16 October 2009

Study week: 19 to 23 October 2009

Last piece of assessment due: 26 October 2009

### STAFF NAMES AND CONTACT DETAILS

#### Course Co-Ordinator and Lecturer

Dr Anita Brady

anita.brady@vuw.ac.nz

Phone: 463-6853

Room 209, 42-44 Kelburn Parade

Office Hours: Tuesday 12:00-2:00pm

**Administrative Tutor**

Jamie Morris  
james.morris@vuw.ac.nz  
Room 103, 42-44 Kelburn Parade,  
Office Hours: Monday 11:00am-1:00pm

**Tutors**

Willa Christie  
Sarah Lobrot  
Ruth Payne

**CLASS TIMES AND LOCATIONS**

**Lecture Times**

Stream 1: Monday 9:00am-11:00am EALT006

Stream 2: Tuesday 9:00am-11:00am KKLT303

**Tutorials**

Tutorials begin in WEEK 2. Tutorials will be limited to 20 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.

**COURSE DELIVERY**

This course requires students to attend 1 weekly two-hour lecture (2 streams) and 1 weekly 50-minute tutorial in weeks 2, 3, 4, 5, 7, 8, 9, 10, and 11 (NOTE: there is no tutorial in week 6).

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.**

**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 once all tutorials have been completed for the week (this is to ensure fairness in the preparation of response papers). 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.

## 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 course 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)

## LEARNING OBJECTIVES

1. Students passing the course should have acquired a practical familiarity with, the concepts of mass-media, the public sphere, media industries and institutions, media practices, globalization, and media technologies
2. Students passing the course will have developed and practiced techniques of scholarship and methods of analysis of the media
3. Students passing the course should be familiar with the literacies of academic writing
4. Students passing the course should be able to contribute to, and facilitate, group discussion
5. Students passing the course will have been introduced to a 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 Reading:

The MDIA102 course reader contains all the required readings for the course. This is the minimum amount of reading you should do, and it is absolutely essential that you complete your readings each week. All lectures and tutorials will be conducted on the assumption that you have done that week's reading.

For the first two weeks of trimester undergraduate student notes (i.e. the course reader) will be sold from the Memorial Theatre foyer. After week two the reader will be available from the Student Notes Distribution Centre on the ground floor of the Student Union Building. You can order student notes online at [www.vicbooks.co.nz](http://www.vicbooks.co.nz) or you can email an order or enquiry to [enquiries@vicbooks.co.nz](mailto:enquiries@vicbooks.co.nz). Books can be couriered to you or they can be picked up from the shop. You will be contacted when they are available.

### Recommended Reading:

In addition to the weekly required readings there is also a recommended further reading each week. These readings are listed in the course programme, and all are available on electronic or closed reserve.

There are also a number of books that are recommended as useful to students of MDIA102. These are listed below. All are available in the library:

Allan, Stuart. *News Culture*. 2nd ed. Berkshire: Open University Press, 2004.

Boler, Megan, ed. *Digital Media and Democracy: Tactics in Hard Times*. Cambridge, MA: MIT, 2008.

Branston, Gill and Roy Stafford. *The Media Student's Book*. 4th ed. London: Routledge, 2006.

Devereux, Eoin, ed. *Media Studies: Key Issues and Debates*. London: Sage, 2007.

Devereux, Eoin. *Understanding the Media*. 2nd ed. London: Sage, 2007.

Goode, Luke and Nabeel Zuberi, eds. *Media Studies in Aotearoa/New Zealand*. Auckland: Pearson, 2004.

Grossberg, Lawrence et.al. *Media Making: Mass Media in a Popular Culture*. 2nd ed. Thousand Oaks, CA: Sage, 2006.

Hirst, Martin and John Harrison. *Communication and New Media: From Broadcast to Narrowcast*. Melbourne: OUP, 2007.

McGregor, Judy and Margie Comrie, eds. *What's News? Reclaiming Journalism in New Zealand*. Palmerston North: Dunmore, 2002.

Stevenson, Nick. *Understanding Media Cultures*. 2nd ed. London: Sage, 2002.

### Recommended Screenings

There are a number of documentaries available in the Audio Visual section of the library that provide a useful supplement to issues covered in the course. You are strongly encouraged to view them. Details of these screenings are provided in the Course Programme section of this outline.

## ASSESSMENT REQUIREMENTS

Assignment 1: Essay: worth 35% of final grade. Due Friday Aug 14 at 2pm (Media Studies Drop Box)

Assignment 2: Response paper: worth 20% of final grade. To be submitted at tutorials in weeks 7-10

Assignment 3: Take-Home assignment: worth 45% of final grade: Due Monday 26 Oct at 2pm (Media Studies Drop Box)

All work submitted in this course must be correctly referenced and include an accurate bibliography. Referencing and bibliographies must be formatted in MLA style. The Media Studies Referencing Guidelines available on Blackboard give clear instructions on MLA style. All MDIA102 students are also expected to consult the Media Studies Essay Guidelines (available on Blackboard) in preparing their assignments. These contain extremely useful information on essay writing, 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.

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

A list of essay questions will be posted on Blackboard in week 2 in the assessment section. The essay will cover material covered in weeks 1-5. 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

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

This assignment requires you to submit a response paper that critically responds to that week's reading. Depending on your choice of topic, you will submit your response paper in one of the following weeks: 7, 8, 9 or 10. You cannot submit a response paper in any other week. Your response paper will require you to address that week's reading, and can only be submitted in the week that reading is discussed. You will sign up for your response paper at the tutorial in Week 5.

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 bibliography correctly formatted in MLA style. 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.

Submission: 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

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

The Take Home Assignment 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 Assignment will be made available at the last lecture in Week 12. You will be given guidelines for the assignment at that lecture.

**PLEASE NOTE: Take Home Assignments submitted more than a week after the due date without an extension will not be marked.**

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.

### **ASSIGNMENT COVER SHEETS**

Assignment cover sheets and extension forms can be found on Blackboard or outside the Programme office. Remember to fill in your tutor's name.

### **PENALTIES AND EXTENSIONS**

#### **Late Assignments**

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 (available on your course Blackboard site) 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. Tutors cannot grant extensions.

## **MANDATORY COURSE REQUIREMENTS**

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

All written work must be submitted to Turnitin.

## **STATEMENT ON LEGIBILITY**

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. Where work is deemed 'illegible', you will be given a photocopy of the work and asked to transcribe it to an acceptable standard (preferably typed) within a specified time frame.

## **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>

## TURNITIN

All written work submitted for assessment in this course will 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. 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. **Any assignment not submitted to Turnitin will not be marked.** You will be given clear instructions on how to submit your work to Turnitin.

## GENERAL UNIVERSITY POLICIES AND STATUTES

You 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 or go to the Academic Policy and Student Policy sections on:

<http://www.victoria.ac.nz/home/about/policy>

The AVC (Academic) website also provides information in a number of areas including Academic Grievances, Student and Staff conduct, Meeting the needs of students with impairments, and student support/VUWSA student advocates. This website can be accessed at:

<http://www.victoria.ac.nz/home/about/avcacademic/Publications.aspx>

## COURSE PROGRAMME

Note: All "Required Readings" are in the MDIA102 Course Reader.

All "Recommended Readings" are available on either electronic reserve or closed reserve.

All "Recommended Screenings" are available in the Audio-Visual Suite of the library

<b>Week 1 (13/14 July)</b>	<b>Media and Society 1: Definitions</b>
Required Reading:	Fenton, Natalie. "Bridging the Mythical Divide: Political Economy and Cultural Studies Approaches to the Analysis of the Media".
Recommended Reading:	Flew, Terry. "Introduction to Global Media: Key Concepts." <i>Understanding Global Media</i> . Basingstoke: Palgrave, 2007. 1-30.
<b>Week 2</b>	<b>Media and Society 2: What is Mass Media?</b>
Required Reading:	McQuail Denis. "The Rise of Mass Media".
Recommended Reading:	Gorman, Lyn and David McLean. "The Press as a Mass Medium" <i>Media and Society into the 21<sup>st</sup> Century</i> . Malden, MA : Blackwell Publishing, 2003. 5-23.
Recommended Screening:	Stone, David P. <i>Media History</i> . RMI Media, 1997.
<b>Week 3</b>	<b>Media and Society 3: "Public Debate"</b>
Required Reading:	Stevenson, Nick. "Habermas, Mass Culture and the Public Sphere"
Recommended Reading:	Schirato, Tony and Jan Webb. "The Public Sphere and the Media." <i>Understanding Globalization</i> . London: Sage, 2003.161-86.
Recommended Screening:	Achbar, Marc and Peter Wintonick <i>Manufacturing Consent: Noam Chomsky and the Media</i> . Necessary Illusions Productions, 1992.
<b>Week 4</b>	<b>Institutions, Industries, Technologies 1: Technologies (Dr Jo Smith)</b>
Required Reading:	Goode, Luke. "Mediating Technologies"
Recommended Reading:	Rayner, Philip, Peter Wall and Stephen Kruger. "New Technology." <i>Media Studies: The Essential Resource</i> . London: Routledge, 2004. 217-230.

<b>Week 5</b>	<b>Institutions, Industries, Technologies 2: Media Ownership</b>
Required Reading:	Devereux, Eoin. "Media Ownership: Concentration and Conglomeration"
Recommended Reading:	Norris, Paul. "News Media Ownership in New Zealand." <i>What's News? Reclaiming Journalism in New Zealand</i> . Eds. Judy McGregor and Margie Comrie. Palmerston North: Dunmore, 2002. 33-55.
Recommended Screening:	Greenwald, Robert. <i>Outfoxed: Rupert Murdoch's War on Journalism</i> . The Disinformation Company, 2004.
<b>Week 6</b>	<b>Institutions, Industries, Technologies 3: Public Institutions</b>
Required Reading::	Tully, Jim and Nadia Elsaka. "Ethical Codes and Credibility: The Challenge to Industry."
Recommended Reading:	Hannis, Grant. "Reporting Diversity in New Zealand: The 'Asian Angst' Controversy." <i>Pacific Journalism Review</i> . 15.1 (2009): 114-30.
<b>Mid-Trimester Break</b>	<b>24 August – 6 September</b>
<b>Week 7</b>	<b>Media Practices 1: The Field of Journalism</b>
Required Reading:	Allan, Stuart. "Making News: Truth, Ideology and Newswork"
Recommended Reading:	McNair, Brian. "What is Journalism?" <i>Making Journalists</i> , Hugo de Burgh, ed. New York: Routledge, 2005. 25-43.
<b>Week 8</b>	<b>Media Practices 2: Media Hegemony?</b>
Required Reading:	Abel, Sue. "All the News You Need To Know?"
Recommended Reading:	Allan, Stuart. "The Cultural Politics of News Discourse" <i>News Culture</i> . 2nd ed. Berkshire: Open University Press, 2004. 77-97.
Recommended Screening:	Noujaim, Jehane <i>Control Room</i> . Artisan Entertainment, 2004.
<b>Week 9</b>	<b>Media Practices 3: Resistances</b>
Required Reading:	Boler, Megan. "Introduction."
Recommended Reading:	Atton, Chris. "Alternative Media Theory and Journalism Practice." <i>Digital Media and Democracy: Tactics in Hard Times</i> . Ed. Megan Boler. Cambridge, MA: MIT, 2008. 213-227.
Recommended Screening:	Sharpe, Jill. <i>Culture Jam: Hijacking Commercial Culture</i> . Vancouver, BC : Right to Jam Productions, 2001.

**Week 10** **Mediascapes 1: The Internet**

Required Reading: Gorman, Lyn and David McLean. "The Rise of New Media."

Recommended Reading: Breen, Michael J. "Mass Media and New Media Technologies." *Media Studies: Key Issues and Debates*. Ed. Eoin Devereux. London: Sage, 2007. 55-77.

**Week 11** **Mediascapes 2: Surveillance culture**

Required Reading: Hirst, Martin and John Harrison. "I Know What You Did Last Summer."

Recommended Reading: Hirst, Martin and John Harrison. "That's the Way the Cookie Rumbles: A Surveillance Economy." *Communication and New Media: From Broadcast to Narrowcast*. Melbourne: OUP, 2007. 315-333.

**Week 12** **Mediascapes 3: Globalisation**

Required Reading: Grossberg, Lawrence et.al. "Media Globalization."

Recommended Reading: Branston, Gill and Roy Stafford. "Whose Globalisation?." *The Media Student's Book*. 4th ed. London: Routledge, 2006. 579-504.