

MDIA 202 Television Studies

Trimester 2 2009

22 Points

TRIMESTER DATES

Teaching dates: 13 July to 16 October 2009
Study week: 19 to 23 October 2009
Examination/Assessment period: 27 October to 15 November 2009

Note: Students who enrol in courses with examinations are expected to be able to attend an examination at the University at any time during the formal examination period.

NAMES AND CONTACT DETAILS

Dr. Trisha Dunleavy
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Office Hours to be confirmed

CLASS TIMES AND LOCATIONS

Lectures

Wednesday 3-5pm MCLT 102

Tutorials

See MDIA 202 Blackboard Site for times, rooms, and enrolment

COURSE DELIVERY

MDIA 202 has one two-hour lecture each week plus a weekly one-hour tutorial. Attendance at lectures and tutorials is vital to successful progress on this course. Tutorials usually operate one week behind material covered in lectures to allow time for students to complete relevant reading prior to their tutorial. Students

should also note that, due to copyright restrictions and availability, screenings and/or clips shown as part of lectures may not be available for viewing outside of the lectures.

Tutorials start in Week 2 and occur each week thereafter, excluding Weeks 6 and 12. Tutorial enrolment is invited via blackboard and needs to be completed by the end of Week One of trimester. Once students have enrolled in a tutorial, class lists will be prepared, and names will be posted both on Blackboard and on the MDIA noticeboard (second floor, 42-44KP). In MDIA 202, tutorials will be the venue for the second assignment, meaning that it will be crucially important to attend the same tutorial right through the trimester.

COMMUNICATION OF ADDITIONAL INFORMATION

Any additional information will be communicated to students using the MDIA 202 Blackboard site.

COURSE CONTENT

MDIA 202 offers a critical introduction to the study of television, using American, British and New Zealand contexts. This course divides into two interconnected parts. The first examines the evolution and cultural influence of television, whereas the second explores the functions and conventions of primetime TV forms, including 'high-end' drama, sitcom, soap opera, 'reality' TV, and makeover programming.

LEARNING OBJECTIVES

- To introduce and explore various critical approaches to the analysis of television and its output. This objective is underlined by the importance within MDIA 202 of such related concepts as: 'institution,' 'public service', 'commercialism', 'post-network' 'convergence', 'form', 'genre', 'hybridization', and 'format adaptation'.
- To track, with particular reference to American and British contexts, the evolution of television industries and cultures from this medium's inception up to the current decade. Critical perspectives on the successive 'eras' of television – defined by John Ellis as those of "scarcity", "availability" and "plenty" – will be explored.
- To explore the institutional, cultural and technological factors shaping television industries, aesthetics, modes of production, genres, and programmes – both past and present.
- To provide the basis of a theoretical framework in relation to the above so as to prepare students for higher level studies in television.

NB. Assessment and examination questions for this course (please see page 4-5) are cumulatively designed to test student learning and understandings of all of the above aims and objectives. This coverage is

ensured by the prohibition of any duplication of topics or material between assignment and examination questions.

EXPECTED WORKLOAD

This course is designed on the assumption that students will be able to commit up to 15 hours a week, including attending lectures and tutorials, and completing course-related reading, research, writing and viewing.

GROUP WORK

Assignment two of this course (the Tutorial Presentation) will involve students working and presenting in pairs, although the assessment of this work will be individualized. This group work may involve up to two hours of planning work which will occur outside of regular class times.

READINGS

THE IMPORTANCE OF COMPLETING WEEKLY READINGS FOR MDIA 202

- The conceptual groundings that each set of readings provides will help you to succeed on this course by informing your understanding of lectures, your contributions to tutorial discussions, and your preparation for assignments and the final exam.
- The weekly readings are designed to *extend* your knowledge of this field, so will tend to *complement* rather than merely *reiterate* what is covered in lectures.
- It is important to read EVERY week so that you are prepared to give and also to get maximum value from: 1) what is taught in lectures; 2) what is discussed in tutorials; and 3) what is required in terms of assessment for MDIA 202.
- Plan to complete the weekly readings BEFORE going to your lecture and tutorial each week.

Essential texts:

MDIA 202 Course Reader (2009), a collection of key readings for this course (Student Notes)

Students can order textbooks and student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz. Books can be couriered to customers or they can be picked up from the shop. Customers will be contacted when they are available. Opening hours are 8.00 am – 6.00 pm, Monday – Friday during term time (closing at 5.00 pm in the holidays). Phone: 463 5515.

Additional Reading: for Assignment and Exam Research

Please see Weekly Readings (later in this document) and choose the most appropriate items for your chosen topics from Course Reading List (Blackboard)

Recommended Reading:

- Robert C. Allen and Annette Hill (eds.) *The Television Studies Reader*, Routledge: London and New York, 2004.
- Glen Creeber (ed.) *The Television Genre Book*, London: BFI, 1st edn 2001 and 2nd edn 2008.
- Glen Creeber, *Tele-Visions: Methods and Concepts in Television Studies*, London BFI, 2005.
- John Ellis, *Seeing Things: Television in the Age of Uncertainty*, IB Tauris: London 2000.
- Michele Hilmes (ed.) *The Television History Book*, BFI: London, 2003. (Library)
- Roger Horrocks and Nick Perry (eds.), *Television in New Zealand: Programming the Nation*, OUP: Melbourne, 2004.
- Toby Miller (ed.) *Television Studies*, London: British Film Institute, 2003.
- Horace Newcomb (ed.) *Television: the Critical View*, 5th and 6th editions, OUP: New York and Oxford, 1994 and 2000.

For the first two weeks of trimester all undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer, while postgraduate textbooks and student notes will be available from the top floor of VicBooks in the Student Union Building, Kelburn Campus. After week two all undergraduate textbooks will be sold from VicBooks and student notes from the Student Notes Distribution Centre on the ground floor of the Student Union Building. You can order textbooks and student notes online at www.vicbooks.co.nz or can email an order or enquiry to 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.

ASSESSMENT REQUIREMENTS

This course's assessment involves a combination of written, oral and formal examination work. In order to pass the course you are required to attend tutorials and you must complete both pieces of coursework plus the exam in order to qualify for a final grade. The three items which combine to constitute your final grade for MDIA 202 are:

Assignment 1

Research Essay 2500 words, worth 30%, due Monday 24 August.

Assignment 2

Tutorial Presentation and Written Summary, worth 20%, to be scheduled Weeks 7 to 11 of trimester. NB. The written component of this presentation must be an individual submission, handed in not later than 5 days after the scheduled presentation date.

Examination

Two-hour duration, two essays, together worth 50%.

Exam date to be advised. NB. It is generally not possible to miss the exam day and still receive a grade for this course.

Assignment questions and instructions will be given to you at appropriate points during the course.

Assignment content and research approaches will be introduced and explained at tutorials. Essays must be delivered not later than 4.30 pm on the due date. Please read carefully (on later pages of this document) the instructions about plagiarism and avoid under-referencing any content that is included in written, oral or examination work. If inappropriate referencing is found in your work, you can expect to be penalized. If you are a student for whom English is not your first language, then you are strongly advised to book time (ideally well in advance) with VUW's Learning Support Centre for assistance with your writing.

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

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 the Course Co-ordinator. Tutors cannot grant extensions.

MANDATORY COURSE REQUIREMENTS

To gain a pass in this course you must submit all 3 pieces of assessment by the due date and attend at least 80% of tutorials (7/9).

STATEMENT ON LEGIBILITY

You are expected to present work that meets appropriate standards. Work submitted during the course (i. e. work that is internally assessed) should be typed or prepared on a computer. Work submitted in the final examination will obviously be handwritten. You are expected to write clearly. 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>

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/avcademic/Publications.aspx>

COURSE PROGRAMME

Please see page four for assessment deadlines and details.

Week 1	15 Jul.	Introducing Television No tutorials
Week 2	22 Jul.	Early TV and the Era of Scarcity Tutorial One 21-22 July
Week 3	29 Jul.	Multi-Channel 'Availability' and Multi Platform 'Plenty' Tutorial Two 28-29 July
Week 4	5 Aug.	New Zealand Television Tutorial Three 4-5 August
Week 5	12 Aug.	The International Format Trade Tutorial Four 11-12 August
Week 6	19 Aug.	TV Genres and Hybridisation No tutorials
Mid Trimester Break: Monday 24 August– Friday 4 September 2009		
Week 7	9 Sep.	Primetime Soap Opera Tutorial Five 8-9 Sep.
Week 8	16 Sep.	Series and Serial Drama Tutorial Six 15-16 Sep.
Week 9	23 Sep.	'Reality' TV Tutorial Seven 22-23 Sep.
Week 10	30 Sep.	'Makeover TV' Tutorial Eight 29-30 Sep.
Week 11	7 Oct.	TV Sitcom Tutorial Nine 6-7 Oct.
Week 12	14 Oct.	Pre-Exam Session No tutorials

Study Period: Monday 19 to Friday 23 October 2009

Examination Period: Tuesday 27 October – Sunday 15 November 2009