

Course Code MDIA 304

Course Title News Culture

Trimester 2 2009

24 Points

TRIMESTER DATES

Teaching dates: 13 July to 16 October 2009

Study week: 19 to 23 October

Last piece of assessment due: 15th October 2009

NAMES AND CONTACT DETAILS

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Room 42-44 KP Room 204 (TS) & Room 109 (TJ)

Office Hours TBA

CLASS TIMES AND LOCATIONS

Lectures

Days Wednesday Time 11-1 Room Number Kirk (KK) LT 301

Tutorials

Times and locations will be announced via the MDIA 304 Black Board site.

COURSE DELIVERY

There are nine (9) tutorials. See the lecture schedule for details.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information will be posted on Blackboard.

LEARNING OBJECTIVES

By the end of the course students should be able to demonstrate:

- a knowledge of the history of news culture within the wider context of the advent of communication and the culture industry.
- literacies regarding the logics, imperatives and discourses that characterize the field of news journalism.
- an understanding of the public sphere roles of journalism and news culture.
- an understanding of the transformation, in the digital age, of news culture, and its practices and genres.
- enhanced literacies in textual and contextual analysis.
- enhances literacies re the field of the media.

EXPECTED WORKLOAD

This course is worth 24 points, & expectations are that one point equates to 10 hours of work, spread over the trimester.

READINGS

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.

Essential texts:

MDIA 304 Reader

Recommended Reading

Bourdieu P (1998) On Television and Journalism

Castells M (1997) The Power of Identity

Castells M (1997) The Rise of the Network Society

Debord G (2006) The Society of the Spectacle

Mattelart A (1994) Mapping World Communication

Mattelart A (2000) Networking the World 1794-2000

Mattelart A (2003) The Information Society

Schirato T & Webb J (2003) Understanding Globalization

ASSESSMENT REQUIREMENTS

First Essay

Value: 30%

Length: 1500 words

Due 2.00 pm, Thursday 18th August (Drop Box at Media Studies Office)

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

This assignment relates to objectives 1, 2, 5 & 6.

Second Essay

Value: 30 %

Length: 1500 words

Due: 2.00 pm, Thursday 17th Sept (Drop Box at Media Studies Office)

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

This assignment relates to objectives 2, 3, 5 & 6

Take-home Assignment

Value: 40%

Length: 2000 words (2 x 1000 word essays)

Due 2.00 pm, Thursday 15th Oct (Drop Box at Media Studies Office)

The take-home exam covers material dealt in lectures from weeks 9-12 (inclusive).

This assignment relates to objectives 4, 5 & 6

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

Media Studies:

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 (in MDIA101, 102, 103, and 201), or the Course Co-ordinator (in all other MDIA courses). Tutors cannot grant extensions.

MANDATORY COURSE REQUIREMENTS

To gain a pass in this course you must:

- Submit the written work specified for this course, on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Attend 7 of the 9 tutorials.

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

The following text must be included in all course outlines.

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 SCHEDULE

Week 1	15 th July	Introduction: News Culture No Tutorials
Week 2	22 nd July	What was News Journalism? Tutorials commence this week
Week 3	29 th July	News Culture & the Field of Journalism
Week 4	5 th Aug	News & the Public Sphere
Week 5	12 th Aug	News as Spectacle & Entertainment
Week 6	19 th Aug	News in the Digital Age

First essay due 20th Aug

Mid Trimester Break

Weeks 7-8 24th August to 6th Sept

Week 9 9th Sept Politics

Week 10 16th Sept War

Second essay due 17th Sept

Week 11 23rd Sept Sport

Week 12 30th Sept Nature
Last week of tutorials

Week 13 7th Oct Recap of material from weeks 9-12

Take home assignment available on Blackboard 5th Oct

No tutorials

Week 14 14th Oct No lecture or tutorials
Take home exam due 15th Oct
No tutorials