

Course Code MDIA 407

Course Title Media, Subjectivity & Identity

Trimester 2 2009

30 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

Staff Tony Schirato

Email tony.schirato@vuw.ac.nz

Phone 463 7445

Room 42-44 KP Room 204

Office Hours TBA

CLASS TIMES AND LOCATIONS

Lectures

Days Thursday Time 1-3pm Room Number 42-44 KP Room 101

COURSE DELIVERY

There are twelve (12) tutorials. See the 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:

*techniques of scholarship and textual analysis appropriate to future postgraduate studies. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

*an ability to analyse and articulate the relation between everyday practices and media texts and genres. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

*an ability to analyse and articulate the relation between categories of subjectivity and wider socio-cultural and historical contexts. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

EXPECTED WORKLOAD

This course is worth 30 points, & expectations are that one point equates to 10 hours of work, spread over the trimester.

READINGS

A Reader will be available on Blackboard.

Additional Reading

Althusser L (1977) Lenin & Philosophy

Anderson B (1983) Imagined Communities

Appadurai A (1996) Modernity at Large

Baudrillard J (2003) The Consumer Society

Bhabha H (1994) The Location of Culture

Bourdieu P (1991) Language & Symbolic Power

Bourdieu P (2000) Pascalian Meditations

Butler J (1990) Gender Trouble

Butler J (1993) Bodies that Matter

Butler J (1997) The Psychic Life of Power

Crary J (1990) Techniques of the Observer

Debord G (1977) Society of the Spectacle

Foucault M (1980) The History of Sexuality

Foucault M (1980) Power/Knowledge

Foucault M (1986) The Use of Pleasure

Foucault M (1988) The Care of the Self

Foucault M (1995) Discipline & Punish

Keith M & Pile S (eds) (1993) Place & the Politics of Identity

Mansfield N (2000) Subjectivity

Zizek S (1997) A Plague of Fantasies

ASSESSMENT REQUIREMENTS

First Essay: covers material dealt with in weeks 2-4 (inclusive)

Value: 30%

Length: 1500 words

Due 4.30pm Thursday 20th August (Drop Box at Media Studies Office)

Second Essay: covers material dealt with in weeks 5 & 6

Value: 30%

Length: 1500 words

Due 4.30pm Thursday 17th Sept (Drop Box at Media Studies Office)

Take Home Exam: covers material dealt with in weeks 9-12 (inclusive)

Value: 40%

Length: 2 x 1500 word essays

Due 4.30 pm, Thursday 15th October (Drop Box at Media Studies Office)

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)

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

Weekly Schedule

Week 1: Introduction

Reading: None

Week 2: The Concept of Identity

Reading: Appadurai A *Modernity at Large* (pp 27-43)

Week 3: Subjectivity

Reading: Bondi L 'Locating Identity Politics' in Keith M & Pile S (eds) *Place and the Politics of Identity* (84-101)

Week 4: Disciplinarity, Normativity & Bio-power

Reading: Ransom J *Foucault's Discipline* (26-58)

Week 5: Performativity

Reading: Jagger G *Judith Butler* (17-49)

Week 6: Habitus & the Body

Reading: Bourdieu P *Pascalian Meditations* (pp 128-63)

Weeks 7 & 8: Break

Week 9: Society of the Spectacle

Reading: Crary J *Techniques of the Observer* (pp 1-24)

Week 10: Sites of Identity: Sport

Schirato T *Understanding Sports Culture* (pp 41-60)

Week 11: Sites of Subjectivity: Fashion & Advertising

Baudrillard J *Consumer Society* (pp 129-50)

Week 12: Forms of Subjectivity: Cybernetics/Virtuality

Readings: Dyson F 'Space, Being and Other Fictions in the Domain of the Virtual' in Beckman J (ed) *The Virtual Dimension* (pp 27-45)

Weeks 13-14: Take Home Essays