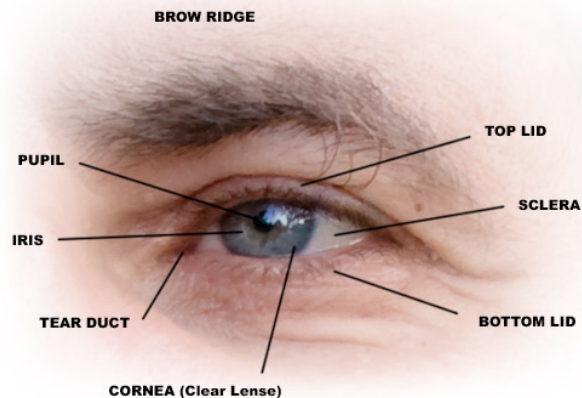


MDIA101 Media: Texts and Images

Trimester 1 2010

1 March to 4 July 2010

20 Points



TRIMESTER DATES

Teaching dates:	1 March 2010 to 4 June 2010
Mid-trimester break:	5 April to 18 April 2010
Study week:	7 June to 11 June
Last piece of assessment due:	Monday, 14 June 2010

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

NAMES AND CONTACT DETAILS

Course Coordinator and Lecturer

Dr Minette Hillyer

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Office Hours: Tuesday 1-3, or by appointment.

Administrative Tutor

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Nic Anderson - Tutor

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Frances Cook - Tutor

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Kim Wheatley - Tutor

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Office Location: 42-44 Kelburn Parade, Room 103

Office Hours: Thursday 2-3pm

CLASS TIMES AND LOCATIONS

Lectures

Wednesday 9-10.50am KK LT303

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA101 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. **Attendance at tutorials is compulsory: students must attend at least 80% of tutorials (9/11) to pass the course.**

COURSE DELIVERY

Students enrolled in this course are required to attend one two-hour lecture, and (beginning in week two) one 50 minute tutorial per week. The two hour class on Wednesdays will consist of a lecture and whole-class discussion time. The tutorials are your opportunity to ask questions, try out ideas, develop your analytical and rhetorical skills, and develop your interests.

Lectures and tutorials are designed to be complementary and course assessment assumes your regular attendance at both. The course also relies on your active participation and engagement with media on a day to day basis. Come to class having completed your reading, and bringing along your ideas and experiences (and assigned readings)!

COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA101 Blackboard site. The site also provides facilities for peer discussion; you are encouraged to make use of these.

COURSE CONTENT

This course is an introduction to Media Studies scholarship. It introduces the kinds of texts (primarily visual) which you may encounter in Media Studies courses and the methods of close analysis generally associated with them. In addition, it asks what 'the text' is and what its function is in the context of our day to day experience of the media. How do we use media texts in order to understand who we are and how we live, and how do we become literate in the skills necessary to understand them?

The course is divided into four sections:

- Text (weeks 1-3)
- Text, Intertext, Context (weeks 4-6)
- Text/Self (weeks 7-9)
- Text/World (weeks 10-11)

LEARNING OBJECTIVES

Students passing the course should be able to:

1. Conduct credible close readings of a variety of visual media texts, individually and in groups
2. Use the evidence gathered from textual analysis to construct arguments and support their interpretations of media texts, genres, and narratives
3. Reflect critically on the role of the text in Media Studies scholarship
4. Demonstrate familiarity with theories concerning the practices, functions and effects of mediation for individuals and communities
5. Demonstrate competency in the literacies of academic writing and argumentation
6. Demonstrate readiness for more advanced studies of media texts and contexts

EXPECTED WORKLOAD

Students should expect to spend an average of 13 hours a week working on this class over the course of the trimester. This includes time for attending lectures and tutorials, time to prepare for class and complete assigned readings, and time to work on assignments.

READINGS

Essential texts:

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA101

There are two set texts for this course. They are:

- Schirato, Tony, Angi Buettner, Thierry Jutel and Geoff Stahl. *Understanding Media Studies*. Melbourne: Oxford University Press, 2010.
- MDIA101 course reader.

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.

Recommended Reading:

Recommended readings will be made available on the MDIA101 Blackboard site.

ASSESSMENT REQUIREMENTS

This course is internally assessed. There are three pieces of assessment:

1) Close Analysis: 800 words / 20%. Due 2pm, Tuesday 30 March, to Media Studies dropbox and to Turnitin.

This assignment covers weeks 1-3 of the course and tests learning objectives 1, 2, 5 and 6

2) Essay: 1500 words / 35%. Due 2pm, Friday 14 May, to Media Studies dropbox and to Turnitin.

This assignment covers weeks 4-9 of the course and tests all learning objectives.

3) Take home: 1800 words / 45%. Due 2pm, Monday 14 June, to Media Studies dropbox to Turnitin.

This assignment covers weeks 7-11 of the course and tests all learning objectives.

Detailed instructions for each assignment will be handed out in lectures as indicated in the Course Programme, below, and made available on Blackboard after the relevant lecture.

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

Work submitted after the deadline will be penalised by a 2.5 percent deduction from your total mark per work day or part work day, starting from the hour the work is due. This means late work will drop one 'grade-step' every second day—i.e. from C+ to C, or A- to B+. Late work also receives only minimal comments from your marker.

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. 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), as a hardcopy to the Media Studies dropbox and in electronic form to Turnitin.
- Attend at least 9 of the 11 scheduled tutorials.

CLASS REPRESENTATIVES

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

STATEMENT ON LEGIBILITY

You are expected to present work that meets appropriate standards. Work submitted during the course should be typed or prepared on a computer. 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

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. 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.

Please note that it is a mandatory requirement of this course that all work submitted for assessment be submitted 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_victoria/avcacademic/Publications.aspx

COURSE PROGRAMME

Week 1 3 March **Texts 1: Mediation and textual analysis**

Read: Schirato, Tony, Angi Buettner, Thierry Jutel and Geoff Stahl, 'Introduction'; 'The organisation of perception'; 'Mediation'; Visual Regimes' in "Analysing the Media: Theories, Concepts and Techniques." *Understanding Media Studies*. Melbourne: Oxford University Press, 2010, 27-32. Print.

Jutel, Thierry. "Textual Analysis and Media Studies" (Reader pp. 1-7)

Assignment One distributed.

There are no tutorials this week.

Week 2 10 March **Texts 2: Image / Sign**

Print ads

Read: Schirato et al, 'Perception and knowledge' in "Analysing the Media: Theories, Concepts and Techniques," pp. 32-33.

Rayner, Philip, Peter Wall and Stephen Kruger. Extract from "Part 1: Reading the Media." (Reader, pp. 8-27)

Tutorials begin.

Week 3 17 March **Texts 3: Text and Image**

Ads cont., newspapers

Read: Matheson, Donald. "Advertising Discourse: Selling Between the Lines." (Reader, pp. 28-38)

Week 4 24 March **Text, Intertext, Context 1: Texts In Context**

Music videos

Read: Goodwin, Andrew. Extracts from "A Musicology of the Image" and "Metanarratives of Stardom and Identity" (Reader, pp. 39-52)

Assignment One due in 2pm, Tuesday 30 March, to Media Studies dropbox and Turnitin.

Week 5	31 March	Text, Intertext, Context 2: Genre TV Read: Schirato et al, 'Text, intertext and context'; 'Genre and Narrative' knowledge' in "Analysing the Media: Theories, Concepts and Techniques," pp 43-49. Gripsrud, Jostein. "Television, Broadcasting, Flow: Key Metaphors in TV Theory." (Reader, pp. 53-61) Assignment Two distributed in lecture.
Mid Trimester Break: Friday 2 April– Sunday 18 April 2010		
Week 6	21 April	Text, Intertext, Context 3: Narrative Web pages Read: Bolter, Jay David and Richard Grusin. "Introduction: The Double Logic of Remediation," and "The World Wide Web." (Reader, pp. 62-76)
Week 7	28 April	Text/Self 1: Cultural Literacy and Discourse Read: Schirato et al, 'Photography and cinema: Still and moving images' in "History of Media and Technology," pp. 17-20 <i>and</i> 'Communication and cultural literacy'; 'Signs, meanings and ideologies'; 'Discourse' in "Analysing the Media: Theories, Concepts and Techniques," pp 33-42.
Week 8	5 May	Text/Self 2: - Subjectivity Read: Schirato et al, 'Introduction'; 'Disciplinarity, biopower and normalisation'; 'Interpellation' in "Subjectivity and the Media," pp 50-55.
Week 9	12 May	Text/Self 3: Habitus and Cultural Fields Read: Schirato et al, 'The habitus and cultural fields'; 'Imagined communities'; Culture and the collective habitus' in "Subjectivity and the Media," pp56-58 <i>and</i> 'Bourdieu's notion of a cultural field'; 'Habitus, practices, discourses and doxa' in "The Field of the Media," pp. 70-72; 87-90. Assignment two due in, 2pm Friday 14 May, to Media Studies dropbox and Turnitin.

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Week 10	19 May	Text/World 1: Commoditisation and Normalisation Read: Schirato et al, 'Modern and postmodern subjectivities'; 'The child as subject: from normalisation to commoditisation' in "Subjectivity and the Media," pp 58-67.
Week 11	26 May	Text/World 2: Spectacle Read: Schirato et al, "The Media as Spectacle," pp.136-55.
Week 12	2 June	Conclusion <div style="border: 1px solid black; padding: 5px;">Take home assignment available in lecture. Due 2pm, Monday 14 June, to Media Studies dropbox and Turnitin.</div>

Study Week: Monday 7 June to Friday 11 June 2010

Examination Period: Friday 11 June – Sunday 4 July 2010