

MDIA 301: Media Theory and Cultural Production

2010 Trimester 1 (20 points)

1 March to 4 July 2010

Course Outline

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 2010
Last piece of assessment due:	4 June 2010
Withdrawal Dates:	Information on withdrawals and refunds may be found at http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx

Coordination and Teaching

- Dr Thierry Jutel (coordination): 42-44 Kelburn Parade, Room 109
Office hours: Wednesday 11-12 and by appointment
Phone: 463-9737 thierry.jutel@vuw.ac.nz
- Guest lecturer, Associate Professor Deborah Jones, Victoria Management School
deborah.jones@vuw.ac.nz

Class Times and Location

- Wednesday 10:00-11:50 Hunter LT220

Tutorials

TBC

Tutorials begin on WEEK 2. Signing up for tutorials will take place in Week 1 lecture or by contacting the course coordinator afterwards.

Course Delivery

There will be weekly 2-hour lectures with a 10-minute break in the middle. Lectures will combine a formal presentation of material, analysis of examples, and class discussion.

Tutorials will be organized around specific readings. Tutorial preparation sheets will be posted on Blackboard if relevant to the week's tasks. In preparation for tutorials students MUST read the assigned texts. Attendance to tutorials is not compulsory but essential to complete the course successfully since you will get a chance to develop your understanding of the topic, ask questions, and receive information about assignments.

Course Content

This course considers the relation between economics, politics, institutions, industry and culture within media contexts. It looks at cultural industries specifically in the context of globalization, global capitalism and post-colonialism. The course functions as an overview of critical social theory and critical theory. It also focuses on the conception and development of research projects and will take students through the steps of designing and implementing a short research essay.

Learning Objectives

At the completion of the course students are expected to:

1. Be familiar with important theoretical works on the relation between the media and cultural production (weekly readings; tutorial exercises; assignments 1-3)
2. Have a competent understanding of critical and theoretical methodologies as they apply to the study of cultural production (weekly readings; tutorial exercises; assignments 1-3)
3. Have a competent ability to read, understand, summarise, and characterize a variety of scholarly texts (assignment 1)
4. Have a competent understanding of how to formulate research questions drawing from critical and theoretical perspectives, and different methodological approaches (assignment 2)
5. Produce a substantial research essay drawing together theoretical and critical writings, and the analysis of specific case studies (assignment 3)

Blackboard

Information relevant to this course including assessment, lecture notes, reading material, supplementary readings and resources is available on Blackboard and updated regularly. Announcements will also be posted. Lecture notes are only indicative of the content of the lectures and available only to complement attendance to lectures.

Expected Workload

According to University policy students are expected to spend an average of 13 hours a week on this course which means a total of 200 hours. An indicative breakdown of these hours:

1. Class attendance (11 lectures):	24 hours
2. Tutorial attendance (11 tutorials):	11 hours
3. Tutorial preparation	22 hours
4. Reading (assigned and recommended readings):	70 hours
5. Preparation and writing of summary (assign 1):	13 hours
6. Preparation of research proposal (assign 2):	20 hours
7. Research essay including research and writing (assign 3):	40 hours

Assessment: 100% Internal assessment

1. One short summary of 1200 words (30%). You will be required to contribute one summary of assigned or suggested readings. This relates to Learning Objectives 1, 2 and 3. This will require you to write concisely and precisely. This response can be formulated in the form of:
 - A summary of one of the assigned or recommended readings. This means stating clearly what the thesis of the essay is, how the argument is constructed and its main points, the nature and significance of the examples, and the implications of that theoretical framework.
 - A comparison between two texts, especially between one of the assigned readings and one of the recommended texts. The comparison will highlight the similarities and differences and the implications of those.
 - A summary of another essay either drawn from the references provided in class, in bibliography or through your research. In this case, it's best to check with your lecturer beforehand.

All summaries are due **Monday 29 March, no later than 12pm**

2. Research proposal 600-800 words (10%). This relates to Learning Objectives 1,2 and 4. In the research proposal you will provide:
 - A description of your research question

- An clear identification of your object of study and the purpose of the study
- A discussion of the key terms and key texts you will use to frame your discussion
- An indicative paragraph structure

Research proposals are due no later than **Friday 7 May, 2pm.**

3. Research essay, 3000 words (60%). This relates to Learning Objectives 1, 2 and 5. All research essays are due **Friday 4 June, 2pm.**

More specific details for each piece of assessment will be available on Blackboard.

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.

Mandatory Course Requirement

Students must submit ALL pieces of assessment in order to pass the course.

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 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 course coordinator. Tutors cannot grant extensions.

Penalties for Late Assignments

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.

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 (i. e. work that is internally assessed) should be typed or prepared on a computer.

Required Readings

A reader with all compulsory readings can be purchased from Student Notes. Most if not all readings will also be made available on electronic closed reserve or on blackboard.

For the first two weeks of trimester student notes will be sold from the Memorial Theatre foyer. After week two student notes will be sold 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 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.

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

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>

Students with Impairments (see Appendix 3 of the Assessment Handbook)

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, please contact the course coordinator as early in the course as possible. Alternatively, you may wish to approach a Student Adviser from Disability Support Services (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building: telephone: 463-6070; email: disability@vuw.ac.nz

Dr Anita Brady (anita.brady@vuw.ac.nz) is the Disability Liaison Person for Media Studies.

MDIA 301 Programme

Dates	Topics	Tutorials	Readings
Week 1 03-03	What is cultural production?	No tutorial	Negus, Keith (1997) 'The Production of Culture'. In Paul du Gay, ed. <i>Production of Culture/Culture of Production</i> . London: Sage. 67-104
Week 2 10-03	Cultural industries 1	Tutorial 1	Murdock, Graham (2003) 'Back to Work: Cultural Labour in Altered Times in Andrew Beck (editor) <i>Cultural Work: Understanding the Cultural Industries</i> . London, New York: Routledge. 15-36
Week 3 17-03	Cultural industries 2	Tutorial 2	1. Hesmondhalgh, David (2002) 'Assessing the Cultural Industries'. <i>The Cultural Industries</i> . London, Thousand Oaks, New Dehli: Sage. 49-80 2. Morrow, Guy (2009). 'Radiohead's Managerial Creativity'. <i>Convergence</i> 15.2: 161-176 <u>Recommended:</u> Hesmondhalgh, David (2002). 'Ownership, Organisation and Cultural Work'. <i>The Cultural Industries</i> . London, Thousand Oaks, New Dehli: Sage. 134-172
Week 4 24-03	Cultural politics and cultural policy	Tutorial 3	Hesmondhalgh, David and Andy C. Pratt (2005) 'Cultural Industries and Cultural Policy'. <i>International Journal of Cultural Policy</i> 11.1: 1-13 <u>Recommended:</u> Lawn., J. and Bronwym Beatty (2005) 'Getting to Wellywood: National Branding and the Globalisation of the New Zealand Film Industry'. <i>Post Script</i> 24.2-3 (2005): 125-143
Week 5 31-03	Cultural/ Creative industries Associate Professor Deborah Jones	Tutorial 4	1. McRobbie, Angela (2002). 'From Holloway to Hollywood: Happiness at work in the new cultural economy?' In P. Du Gay, and M. Pryke (eds.) <i>Cultural Economy</i> . London, Thousand Oaks, New Delhi: Sage. 97- 114 2. Galloway, Susan and Stewart Dunlop (2007) 'A Critique of Definitions of the Cultural and Creative Industries in Public Policy' <i>International Journal of Cultural Policy</i> 13.1: 17-31
Mid Trimester Break: Friday 2 April– Sunday 18 April 2010			
Week 6 08-04	Cultural/Creative/ Media Industries and Labour 1	Tutorial 5	McRobbie, A. (2002) 'Clubs to Companies: Notes on The Decline of Political culture in Speeded Up Creative Worlds'. <i>Cultural Studies</i> 16.4: 516-531
Week 7 7-04	Cultural/Creative/ Media Industries and Labour 2	Tutorial 6	1. Reading: Van Dijck, José (2009) 'Users like you? Theorizing Agency in User-Generated Content'. <i>Media, Culture and Society</i> 31.1: 41-58 <u>Recommended:</u> Terranova, Tiziana (2000) 'Free Labor: Producing Culture for the Digital Economy'. <i>Social Text</i> (Summer) 18: 33-58

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Week 8 28-04	Industrial Reflexivity	Tutorial 7	Caldwell, John Thornton (2008) 'Industrial Reflexivity and Common Sense'. <i>Production Culture: Industrial Reflexivity and Critical Practice in Film and Television</i> . Durham: Duke University Press: 1-36
Week 9 5-05	Globalisation Globalisation, post-colonialism and mediascapes	Tutorial 8	Appadurai, Arjun (2006). 'Disjuncture and Difference in the Global Cultural Economy'. <i>Media and Cultural Studies: Keywords</i> . Eds. Meenakshi Gigi Durham and Douglas Kellner. Oxford: Blackwell. 584-603 <u>Recommended:</u> Schirato and Webb. 'The Idea of Globalization', 'History and Ideology'. 1-45; 'Global Capitalism'. 73-103; 'The Global Subject of Culture'. 131-160 <u>Recommended:</u> Mattelard, Armand (2002) 'An Archaeology of the Global Era: Constructing a Belief' <i>Media, Culture & Society</i> 24.5: 591-612 (on blackboard)
Week 10 12-05	Media industries and globalisation	Tutorial 9	Sinclair, John (2004) 'Globalization, Supranational Institutions, and Media' <i>The Sage handbook of Media Studies</i> . Ed. John Downing. London: Sage. 65-82. Also available at www.sagepub.co.uk/mcquail5/downloads/Handbookchaps/ch3%20Downing%20HB.pdf <u>Recommended:</u> Flew, Terry and Stephen McElhinney (2001) 'Globalisation and the Structure of New Media Industries". <i>The Handbook of New Media: Social Shaping and Consequences of ICTs</i> . Eds. Leah A. Lievrouw and Sonia M. Livingstone. London: Sage. Also available at http://creativeindustries.qut.edu.au/research/documents/Handbook%20of%20New%20Media%20chapter.pdf
Week 11 19-05	Globalisation and media flows	Tutorial 10	Srinivas, Lakshmi (2005) 'Communicating Globalization in Bombay cinema: Everyday Life, Imagination and the Persistence of the Local' <i>Comparative American Studies</i> 3.3: 319-344 <u>Recommended:</u> Cubitt, Sean (2005) 'Distribution and Media Flows'. <i>Cultural Politics</i> 1.2: 193-214
Week 12 26-05	Wrap-up and Conclusions	Tutorial 11	No reading