

MDIA 304

News Culture

Trimester 1 2010

1 March to 4 July

20 Points

TRIMESTER DATES

Teaching dates: 1 March to 4 June

Study week: 7 June to 11 June

Last piece of assessment due: 3 June

Withdrawal dates: Information on withdrawals and refunds may be found at

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

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 Tuesday Time 3-5pm Room Number Kirk (KK) LT 301

COURSE DELIVERY

There are eleven (11) tutorials. See the weekly schedule for details.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information will be posted on Blackboard.

COURSE CONTENT

See the schedule on page 6.

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 20 points, & expectations are that one point equates to 13 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, Wednesday 31st March (Drop Box at Media Studies Office)

The essay covers material dealt with in lectures from weeks 1-3 (inclusive)

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

Second Essay

Value: 30 %

Length: 1500 words

Due: 2.00 pm, Thursday 29th April (Drop Box at Media Studies Office)

The second essay covers material dealt with in lectures from weeks 4 & 5 (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 3rd June (Drop Box at Media Studies Office)

The take-home assignment covers material dealt in lectures from weeks 8-12 (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

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)
- Attend 9 of the 11 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 (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/MUWSA student advocates. This website can be accessed at:

<http://www.victoria.ac.nz/home/about/avcacademic/Publications.aspx>

Course Schedule

Week 1	2 nd March	Introduction: News Culture
No Tutorials		
Week 2	9 th March	News Journalism: Genres and Mediums
Tutorials commence this week		
Week 3	16 th March	News Culture & the Field of Journalism
Week 4	23 rd March	News & the Public Sphere
Week 5	30 th March	News as Spectacle & Entertainment
First Essay due Wednesday 31 st March		
Mid Trimester Break		
Weeks 6-7 3 rd April to 18 th April		
Week 8	20 th April	News in the Digital Age
Week 9	27 th April	Politics
Second Essay due Thursday 29 th April		
Week 10	4 th May	War
Week 11	11 th May	Sport
Week 12	18 th May	Nature
Week 13	25 th May	Recap of material from weeks 8-12
Take home assignment available on Blackboard Tuesday 25 th May		
Week 14	1 st June	No lecture or tutorials
Take home exam due Thursday 3 rd June		